



The cover is framed by a green and white checkered border. It features several illustrations of pencils and drawing tools. At the top left, a green pencil with 'VENUS' in gold is shown. To its right, a pink eraser with 'VENUS 254G RED' and a black pencil with 'AMERICAN LEAD PENCIL CO.' are visible. At the top right, a red pencil with 'VELVET' in white is shown. On the left side, a fountain pen with a red barrel and 'NU CORK' is shown, along with a green pencil with 'VENUS-CARPENTER No. 3852'. On the right side, a pair of compasses, a yellow pencil with 'No. 37 Black PERPETUAL Point Right', and a grey pencil sharpener with 'VENUS AMERICAN PENCIL CO. NEW YORK No. 40' are shown. At the bottom left, a dark purple pencil with 'VENUS COPYING' is shown. At the bottom center, a small orange pencil with 'PROGRAMME' and a black pencil with 'VENUS THIN LEADS' are shown. At the bottom right, a red pencil with 'UNIQUE THIN LEAD' is shown.

Illustrated Price List



American Lead Pencil Co.
220 FIFTH AVE
New York

APRIL 1927

Foreword

We offer the trade a line of pencils and allied products unsurpassed in variety or quality. From the famous VENUS, which is the world's finest pencil, to the Dickens, there is included every type pencil which may be required by any user.

The history of the company parallels every important development in modern industrial life, and its growth is a long and continuous record of successful service to pencil needs in the various commercial, professional, industrial and educational fields.

The present illustrated price list has been carefully revised throughout and is arranged in a most convenient form. The products are classified in groups for ready reference.

AMERICAN LEAD PENCIL COMPANY

DEC 9 1929

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ELECTROTYPES

When issuing Catalogs, Booklets, Circulars, or any other printed matter, write us for Electrotypes of such styles illustrated herein as you care to show, which we will send you free.

Should you have any Electrotypes of our line which are worn, let us send you new ones. We have a complete line of cuts in all sizes and will gladly assist you in making your pencil pages more attractive.

NUMERICAL PRICE LIST

No.	Style	Price Per Gross	See Page	No.	Style	Price Per Gross	See Page
	A Pens	\$1.10	54	85	Noter Pencil	13.00	28-39
	B Pens	1.10	54	88	Dreadn'gt Pcl.	12.00	28-39
		Box		88C	Wedge Eraser	4.00	51
	Beats All Erasers	1.20	50	89	Miracle Pencil	12.00	28
		Gross				Box	
	C Pens	1.10	54	98	Hypo Carbon		
	D Pens	1.10	54		Paper 8 1/2 x 11	1.30	54
	7A	36.00	17		8 1/2 x 13	1.60	54
	7G	36.00	17	100	Velvet Eraser	1.50	50
	7N	33.00	17			Gross	
	8RG	36.00	17	111	Rex Pencil	10.00	31
	18 *Penholder			112B	Blue Pencil	9.00	31
		Gross Boxes		112R	Red Pencil	9.00	31
019	School Crayon	14.40	34	113	Carbon Pencil	7.20	28
020	School Crayon	28.80	34			Gross Boxes	
		Gross		115	Crayon	12.00	34
21	Perpetual Pcl.	36.00	18			Gross	
		Doz. Boxes		130C	Venus Copy.	12.50	13
22	Venus Bands	15.50	56	131	Ampeco Copy.	6.00	14
		Gross		134	Ampeco Copy.	8.00	14
25	Perpetual Pcl.	36.00	18	137	Venus Copy.	12.50	13
33	Elephant Pcl.	20.00	30	146	Monogram Pcl.	7.60	24-39
0035	Dia-Tip Pencil	16.80	11	160	Ink-Eau Copy.	21.00	14
		Gross Tubes		161	Unique Copy.	12.00	14-32
37	Velvet Leads	7.20	17	162		12.00	13
37C	Velvet Leads	7.20	17-18	165		11.00	13
38		14.40	16	166		12.00	13
38C	Venus Leads	14.40	16	167	Venus	8.50	13
39		36.00	16	168	Copying Pcls.	11.00	13
42	Velvet Leads	12.00	17	170		12.00	13
45	*Cigarette Pcl.			171		12.00	13
		Gross		196B	Blue Pencil	11.00	31
61C	Venus Metal			196R	Red Pencil	11.00	31
	Pencil	72.00	17	196R&B	R&B Pencil	11.00	31
61SRC	Venus Metal			214		13.00	14
	Pencil	72.00	17	215		13.00	14
77	Eraser	1.90	51	216	Venus Super-	14.40	14
81	Childland Pcl.	9.00	28	217	Copying Pcls.	14.40	14
				218		14.40	14
				219		14.40	14

* See Addenda.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

AMERICAN LEAD PENCIL COMPANY

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No.	Style	Price Per M.	See Page	No.	Style	Price Per Gross	See Page
266	Programme Pencils	27.00	30	556	Blue Band VelvetPencils	8.00	19-22
269		24.00	30	557		8.00	19-22
277G		Gross	30	557 ^{2/3}		8.00	19-22
		6.00		557C		8.00	19
		Gross		558		8.00	19-22
294	Penholder	7.60	46	559		8.00	19-24
312	Expert Pencil	3.50	27	561		8.00	19-22
325	Classic Pencil	7.20	28	571	Beats All, Jr. Pencil	2.40	26
346	Eraser	6.00	50	580	Carpenter Pcl.	8.50	29
347	Eraser	6.00	50	587	Carpenter Pcl.	8.50	29
377	Pneumatic Penholders	9.00	45	601		3.50	47
379		8.00	45	607		1.60	47
379C		8.00	45	613		1.50	47
395	Penholder	7.60	46	617		2.20	47
		Box		624		2.00	47
398	Eraser Asst.	1.70	52	628	Penholders	1.50	47
		Gross		629		1.60	47
399	Eraser	6.00	51	630		3.00	47
400	*Club Pencil			651B		4.00	47
411	NoWaste			651R	4.00	47	
	Eraser	7.20	51	658	4.50	47	
416	Era Eraser	6.00	51	673	6.80	46	
428	Eraser	6.00	51	701	Universal Pcl.	1.70	27
431	Eraser	1.50	51	708	Cutey Pencil	4.00	30
438	Forum Pencils	6.50	24	710	Wedge Eraser	1.60	51
439		7.00	22	736	Carpenter Pcl.	6.00	29
448		4.50	27	765	Lumber Crayons	9.00	30
451	Indian Pencils	7.20	22	766		12.00	30
452		7.20	22	767		12.00	30
453		7.20	22	768		12.00	30
454		7.20	22	769		12.00	30
464	Eraser Asst.	6.00	52	811	Blue Band		
481	Eraser	7.00	51		Velvet Pencil	7.20	20
491	All Right Pcl.	3.40	26	812	Protector	6.00	53
494	Pansy Pencil	3.50	23	819	Bank Penholder	7.20	46
517	Autograph Pcl.	6.50	24	823	Venus Pencil	14.00	10
522	Cascade Pencils	4.80	23-38	826	Venus Holder	12.00	11
522Y		4.80	23	835	Velvet		
526		4.50	25-38		Pen-Pencil	15.00	20-53
527	Blue Band			838	*Trumps Pencil		
	Velvet Pencil	8.00	20				
536	Scout Pencil	2.60	26				
542	Clover Pencil	4.20	25				
543	Premium Pcl.	4.30	23				
					Gross Leads		
				842	Venus Leads	13.00	11

* See Addenda.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

AMERICAN LEAD PENCIL COMPANY

No.	Style	Price Per Gross	See Page	No.	Style	Price Per Gross	See Page
843	Pen-Pencil	15.00	53	UNIQUE THIN LEAD PENCILS			
845	Venus Pencil	16.00	10	1205	Blue-Red	12.00	32
846	Velvet Pencil	8.00	20	1206	Blue	12.00	32-33
848	*Aquapen			1207	Red	12.00	32-33
849	Venus Pencil			1208	Green	12.00	32-33
	1 gross or more	36.00	11	1209	Yellow	12.00	32-33
	Less than gr.	42.00	11	1210	Purple	12.00	32-33
850	Compass	72.00	53	1211	Blue-Red	12.00	32-33
869	Compass	12.00	53	1212	Brown	12.00	32-33
870	Velvet Pencil	7.20	20-27	1213	Black	12.00	32-33
880	Velvet Pencil	8.00	20-27	1214	Orange	12.00	32-33
		Per Box		1215	White	12.00	32-33
910	Carpenter Asst.	2.10	29	1216	Lt. Blue	12.00	32-33
962	Marble Pencil	3.60	25-38	1217	Pink	12.00	32-33
963	Marble Pencil	3.70	23-38	1218	Lt. Green	12.00	32-33
		Gross		1219	Maroon	12.00	32-33
1040	Dickens Pencil	1.80	26	1220	Unique Asst.	6.00	33
1060	Scout Pencil	2.00	26	1222	Unique Asst.	12.00	34
1072	Success Pencil	7.20	25			Gross	
1073	Marble Pencil	7.40	23-39	1223	Unique Car-	12.00	32
1074	Senior Pencil	7.40	23		bon Pencil		
		Doz. Boxes				Doz. Boxes	
1116	Unique Asst.	13.00	33	S1235		12.00	41
		Gross		S1239		14.40	40
1124	*Pencil			S1241	Companion	19.20	41
1126	Unique Asst.	12.50	33	1244	Sets	13.00	41
1156		7.20	46	1245		33.00	40
1156B	Nu-Cork	7.20	46			Gro. Boxes	
1156R	Penholders	7.20	46	1252		15.24	44
1157		7.20	45	1253		18.00	44
1157B	Pneumatic	7.20	45	1254	Companion	21.00	44
1157R	Penholders	7.20	45		Sets	Doz. Boxes	
1158		5.40	46	S1286		12.00	41
1159	Penholders	5.40	45	S1290		15.60	40
1160	*Penholder			S1295		6.66	43
1201	Bonny Blue					Per Box	
1202	Pencil	10.00	31	1529	Top-of-World	3.00	38
1203	Grass Green				Asst.		
1204	Pencil	10.00	31	1530	Fistic Pencil	3.40	38
	Rose Red Pcl.	10.00	31	1540	Asst.		
	Yellow Pencil	10.00	31		Triplex Pencil	4.80	37
				1607	Asst.		
					Penholder	2.00	48
					Asst.		

* See Addenda.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

AMERICAN LEAD PENCIL COMPANY

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No.	Style	Price Per Box	See Page	No.	Style	Price Per Box	See Page
1612	Blue Band Velvet Assts. Cash Reg- ister Asst.	4.00	21-36	2940	Venus Erasers	1.80	15-50
1614		4.00	21-36			Per Gross	
1615		2.00	21-36	2941		6.50	15-52
1616						Per Box	
1617	Penholder	3.60	37	2945	Venus Erasers	1.80	15-50
	Asst.	2.00	48			Per Gross	
1618	Pencil Asst.	3.60	37	2946		7.20	15-50
1620	Blue Band Velvet Asst.	4.00	21-36			Per Box	
		Gross		2960		1.80	15-50
1665	Penholder Assts.	7.20	49	2980		1.80	15-50
1675		7.60	49			Per Gross	
1677		5.90	49	3800	Venus Pencils	16.00	10-27
		Per Box		3819		16.00	11-24
S1683	Locomotive Asst.	3.60	37	3820		16.00	10-22
1687	Nox-Em-All Asst.	2.00	48	3821		14.00	10
		Doz. Boxes		3822		16.00	10
1701	Companion Sets	3.00	43	3830		16.00	10-22
1702		3.00	44	3841	Venus Blue	16.00	15-31
1703		6.66	42	3843	Venus Red	16.00	15-31
1704		12.00	42	3851	Venus	16.00	15-29
1705		20.40	40	3852	Carpenter	16.00	15-29
1707		9.00	42	3853	Pencils	16.00	15-29
1708		6.00	43			Per Box	
1709		12.00	43	3855	Venus Carp. Asst.	4.00	15-29
1710		3.80	44			Per Stand	
		Gross		3860	Venus Stands	14.40	12-35
1883	Penholder	6.00	47	3863		14.40	12-35
1884	Penholder	6.00	47	3864		24.00	12-35
		Per Box				Per Asst.	
2900	Venus Erasers	1.80	15-50	3874	Venus Asst.	8.00	12-35
2904		1.80	15-50			Per Cabinet	
2908		1.80	15-50	6216	Venus Leads	18.00	16
2912		1.80	15-50			Per Stand	
2916		1.80	15-50	6220	Venus Leads	3.00	16
2920		1.80	15-50			Doz. Boxes	
2924		1.80	15-50	8001	Milo	1.20	56
2925		1.80	15-50	8004	Rubber	6.00	56
2930		1.80	15-50	8005	Band	11.00	56
2936		1.80	15-50	8006	Assts.	15.50	56
		Per Gross			For Complete Rubber Bands, See Pages 55-56		
2937		7.20	15-50			Per Gross	
				8020	Golf Pencil	1.50	30

* See Addenda.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

VENUS PENCILS

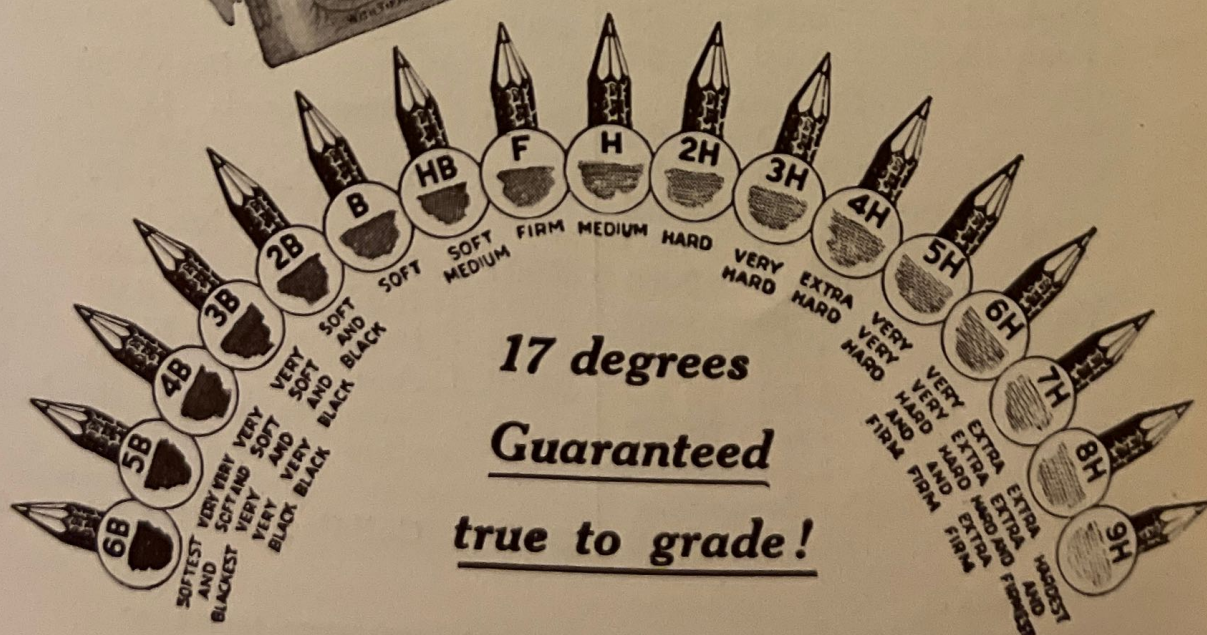


The largest selling Quality pencil in the world

By discriminating users in all trades, arts and professions, VENUS is recognized as the supreme pencil achievement, and is an American product throughout.

The VENUS pencil is readily identified by its distinctive watermark finish, a refinement appreciated by every VENUS user.

VENUS represents the highest quality pencil obtainable for its particular purpose; made in 17 degrees as indicated by the chart below.



VENUS PENCILS (Continued)

Price
Per Gross

- 3800 **VENUS** hexagon, 17 degrees, 6B to 9H, one dozen in box, one-half gross in carton..... 16.00



- 3820 **VENUS** (rubber tipped), hexagon, gilt tip with green band, gray rubber, 14 degrees 3B to 9H, 1 dozen in box one-half gross in carton..... 16.00

Patents-
Pending

- 3830 **VENUS** hexagon, with oversize rubber (an exclusive VENUS feature), large gilt tip with green band, one dozen in box, one-half gross in carton..... 16.00

- 3821 **VENUS** (rubber tipped), hexagon, six-inch pocket size, gilt tip, green band, gray rubber, with pocket clip. BB extra soft or HB medium degree, one dozen in easel box, one-half gross in carton..... 14.00

- 823 **VENUS** hexagon, six-inch pocket size, gilt protector with green band, pink rubber, HB, one dozen on card, one-half gross in carton..... 14.00

- 845 **VENUS** hexagon, six-inch pocket size, gilt protector with green band, oversize rubber, HB, one dozen on card, one-half gross in carton..... 16.00



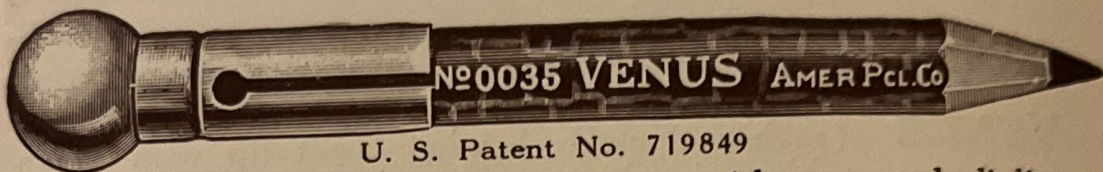
- 3822 **VENUS** Stenographer, round, smooth, soft grade, pointed both ends, each pencil provided with a metal protector, one soft, pliable eraser in each dozen box, one-half gross in carton..... 16.00

QUANTITY SCHEDULE OF VENUS PENCILS ON REQUEST

VENUS PENCILS (Continued)

Price
Per Gross

- 3819 **VENUS** (rubber tipped), round, gilt tip with green band, gray rubber, extra soft grade, one dozen in box, one-half gross in carton..... 16.00



- 0035 **DIA-TIP PENCIL**, round, metal tip with patented dialing tool, pocket size, soft **VENUS** lead, one dozen on card, one-half gross in carton..... 16.80

- 826 **VENUS** lengthener, hexagon, with gilt screw thread, one short **VENUS** Pencil HB, with each lengthener, one dozen on card, one-half gross in carton..... 12.00



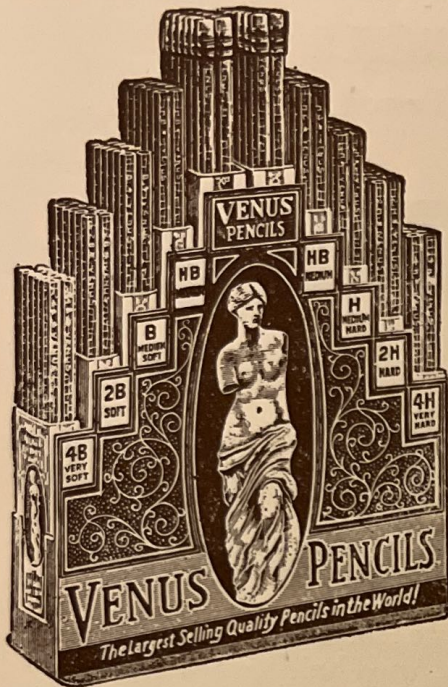
- 849 **VENUS** Artists' Pencil, hexagon, 6¼ in. long, with metal cap and green band, pencil stamped on three sides, 15 degrees, 4B to 9H, one-half dozen in grooved slide box; one gross or more..... 36.00
Less than one gross 42.00

Gross
Leads

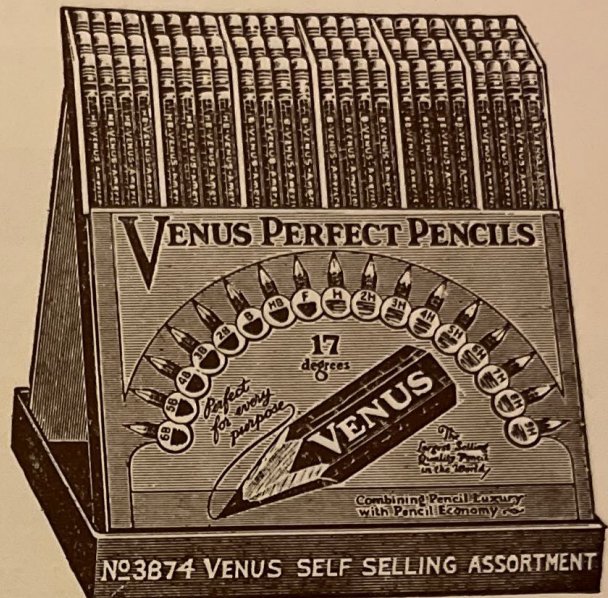
- 842 **VENUS** leads, for 849 **VENUS** Artists' Pencils, 15 degrees, 4B to 9H, each lead is stamped with the proper grade, six leads in box, one-half gross leads in carton..... 13.00

QUANTITY SCHEDULE OF VENUS PENCILS ON REQUEST

VENUS SELF SELLERS



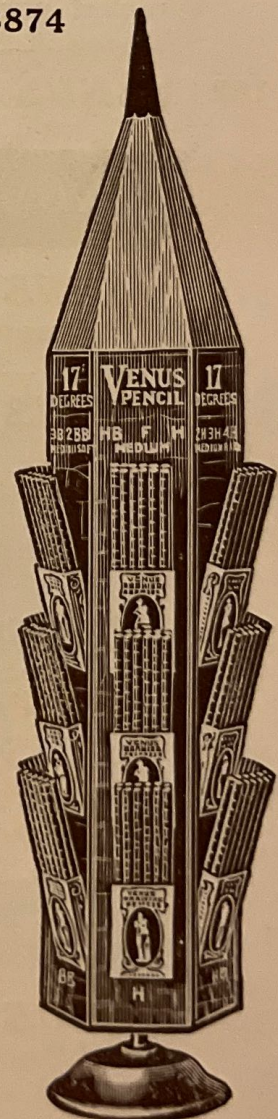
No. 3863



No. 3874

- 3863 VENUS** metal display stand, heavy metal gauge, brilliantly finished black and gold. Same design front and back. Contains 10 dozen VENUS pencils (8 dozen 3800, 2 dozen 3830) assorted in popular degrees, thus linking your store with VENUS national advertising. Per stand, filled 14.40
- 3860** As above, but contains two dozen VENUS Colored Pencils in place of two dozen 3830 VENUS (Rubber Tipped). Per stand, filled..... 14.40
- 3874 VENUS** Display Assortment, contains one-half gross 3820 VENUS (Rubber Tipped) Pencils in the popular soft degrees. Per box, filled..... 8.00
- 3864 VENUS** Patented Revolving Metal Stand, an exact reproduction of VENUS Pencil, considerably enlarged and provided with slots to carry one and one-half gross of VENUS Pencils in the dozen boxes. The assortment includes one dozen VENUS Pencils with plain ends in fifteen degrees, from 6B to 7H, one dozen each 3819-3820HB tipped VENUS, and one dozen 214 VENUS Super-Copying Pencils, totaling eighteen dozen VENUS Pencils. Per stand, filled 24.00

Quantity Schedule of Venus Pencils Upon Request.



No. 3864

VENUS COPYING PENCILS

*The world's most famous Pencil.*Price
Per Gross

- 165 **VENUS** **COPYING** round, VENUS purple finish, medium, untipped, one dozen in slide box, one-half gross in carton..... 11.00
- 168 **VENUS** **COPYING** similar to 165 but in hard degree..... 11.00



- 166 **VENUS** **COPYING** round, VENUS purple finish, medium, nickel protector, one dozen in slide box, one-half gross in carton 12.00
- 162 **VENUS** **COPYING** similar to 166 but in hard degree..... 12.00



- 171 **VENUS** **COPYING** round, VENUS purple finish, medium, white mouthpiece, one dozen in slide box, one-half gross in carton 12.00
- 170 **VENUS** **COPYING** similar to 171 but in hard degree..... 12.00



- 137 **VENUS** **COPYING** round, VENUS purple finish, medium, 6-inch pencil, detachable combined point protector and pocket clip, one dozen in display box, one-half gross in carton 12.50
- 167 **VENUS** **COPYING** round, VENUS purple finish, medium, 3 1/2-inch pocket size, gilt protector with purple band, one dozen on card, one-half gross in carton..... 8.50

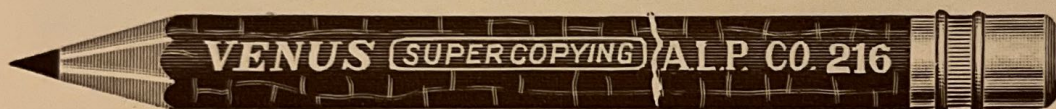


- 130C **VENUS** **COPYING** round, VENUS purple finish, medium, 6-inch pencil detachable combined mouthpiece and protector, with white enamel tip, one dozen on card, one-half gross in carton 12.50

VENUS COPYING PENCILS (Continued)

Price
Per Gross

- 214 **VENUS** **SUPERCOPYING** round, VENUS green finish, medium, untipped, one dozen in box, one-half gross in carton 13.00
- 215 **VENUS** **SUPERCOPYING** similar to 214 but in hard degree 13.00



- 216 **VENUS** **SUPERCOPYING** round, medium, with metal protector and gilt mouthpiece, otherwise same as 214..... 14.40
- 217 **VENUS** **SUPERCOPYING** hard, similar to 216 but in hard degree 14.40
- 218 **VENUS** **SUPERCOPYING** round, medium, pocket clip and white mouthpiece, otherwise same as 214..... 14.40
- 219 **VENUS** **SUPERCOPYING** hard, similar to 218 but in hard degree 14.40



- 161 **UNIQUE INK-EAU**, hexagon, thin lead, gilt mouthpiece and gilt protector, intense soft violet copying pencil, one-half gross in box 12.00

Complete Line **UNIQUE** Thin Diameter, Colored Pencils,
See Pages 32 to 34

- 160 **INK-EAU**, round, purple, soft, intense purple thick lead, gilt protector, one dozen in box, one-half gross in carton..... 21.00
- 134 **AMPECO**, round, purple finish, medium, nickel protector, one-half gross in carton..... 8.00
- 131 **AMPECO**, similar to 134 but without protector..... 6.00

VENUS COLORED PENCILS

Price
Per Gross

- 3841 **VENUS** Blue Pencil, round, with the celebrated VENUS watermark finish. Utmost quality for use in all arts and trades, one dozen in box, one-half gross in carton..... 16.00
- 3843 **VENUS** Red Pencil—otherwise like 3841..... 16.00
- Quantity Schedule of VENUS Pencils Upon Request
For Complete Line of Colored Pencils, See Pages 31 to 34

VENUS CARPENTER PENCILS



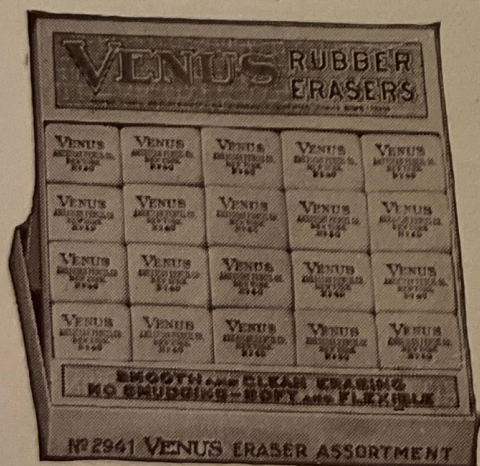
- VENUS** Carpenter, octagon, yellow with green stripes, one-half dozen in handsome box, one-quarter gross in carton 16.00
- 3851-3B-very soft, 3852-HB-medium, 3853-4H-very hard.
For Complete Line of Carpenter Pencils See Page 29

- 3855 **VENUS** Carpenter Assortment, containing one dozen each, three grades..... 4.00
- 3851-3B-very soft, 3852-HB-medium, 3853-4H-very hard.

VENUS ERASERS

Per Gross

- 2941 **VENUS** Eraser Assortment, one-quarter gross, size 40
VENUS pencil erasers in display easel. Per gross erasers..... 6.50
- VENUS PENCIL ERASERS, IN ADDITION TO 2941 ERASER ASSORTMENT, ARE MADE IN 12 SIZES AS FOLLOWS:



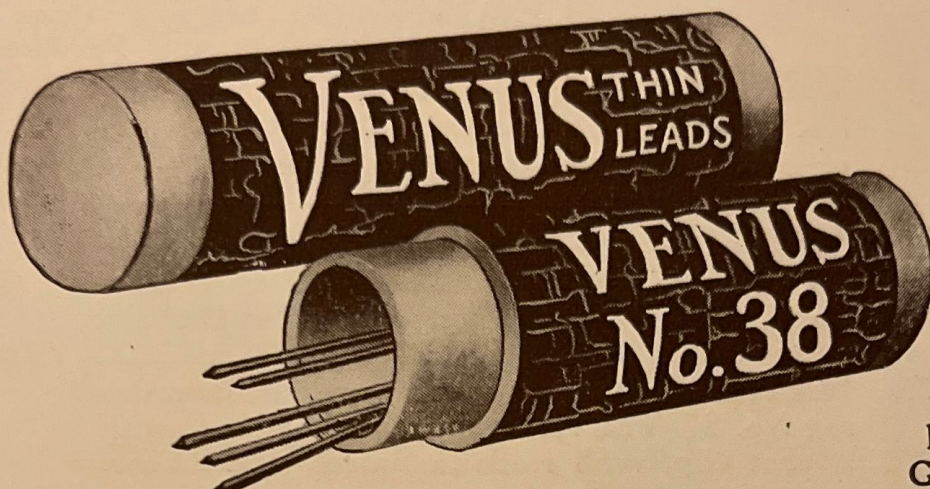
- | | | | |
|-------|-----------|-------|------------|
| 2904— | 4 to box | 2930— | 30 to box |
| 2908— | 8 to box | 2936— | 36 to box |
| 2912— | 12 to box | 2940— | 40 to box |
| 2916— | 16 to box | 2960— | 60 to box |
| 2920— | 20 to box | 2980— | 80 to box |
| 2924— | 24 to box | 2900— | 100 to box |

Price Per Box, \$1.80

- 2925—VENUS Ink Eraser 20 to box
2945—VENUS Ink Eraser 40 to box
Price, per box, \$1.80

- 2941—VENUS Eraser Assortment..... 7.20
- 2937 **VENUS** gray, medium, single bevel..... 7.20
- 2946 **VENUS** red, medium, double bevel.....
- For Complete Eraser Line, See Pages 50 to 52

VENUS THIN LEADS

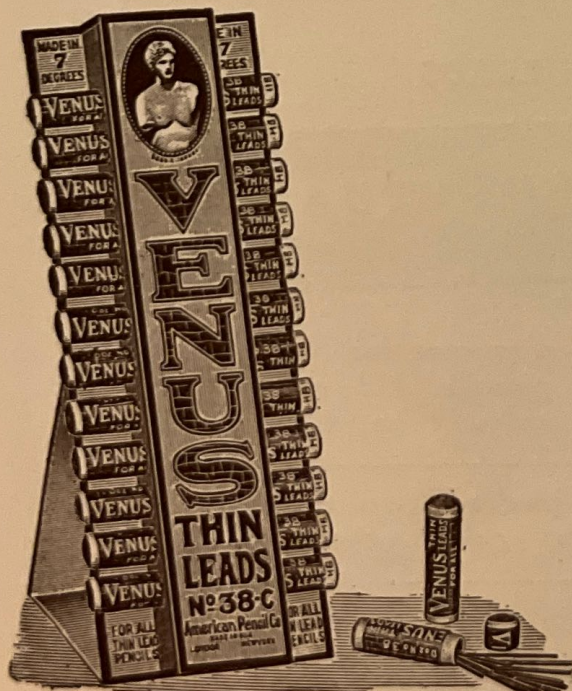


Price Per
Gross Tubes

- 38 **VENUS** Thin Leads for VENUS Everpointed Pencils and all thin lead metal pencils, seven degrees BB-B-HB-F-H-2H-4H, packed one dozen in wooden tubes, twelve tubes in carton 14.40
- 39 **VENUS** Leads, 5¼ in. long, otherwise same as No. 38 36.00

METAL DISPLAY STANDS FOR
VENUS THIN LEADS

VENUS THIN LEADS
ON DISPLAY CARD



No. 38C—VENUS Thin Leads on
display card

- 6216 **VENUS** Thin Lead Cabinet. A handsome metal display cabinet, containing one gross No. 38 VENUS Thin Leads, assorted in seven degrees, BB, B, HB, F, H, 2H, 4H. Filled, per cabinet. 18.00

- 6220 **VENUS** Thin Lead Metal Stand, excellent display and sales help, contains two doz. tubes, 38 VENUS Leads in HB or any of following grades, BB, B, HB, F, H, 2H, 4H. Filled, per stand, 3.00

VENUS THIN LEADS ON DISPLAY
CARD

- 38C **VENUS** Thin Leads, packed two dozen in any one grade, on attractive easel display card, otherwise same as 38 described above, in seven degrees. Per gross tubes 14.40

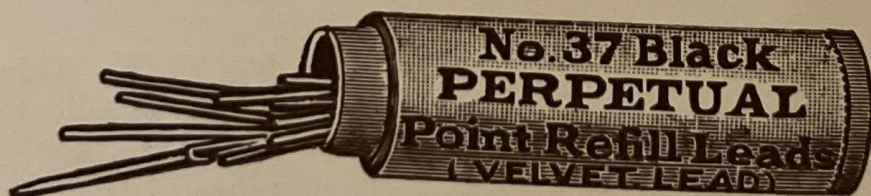
MECHANICAL PENCILS WITH THIN DIAMETER LEAD

No. 61C

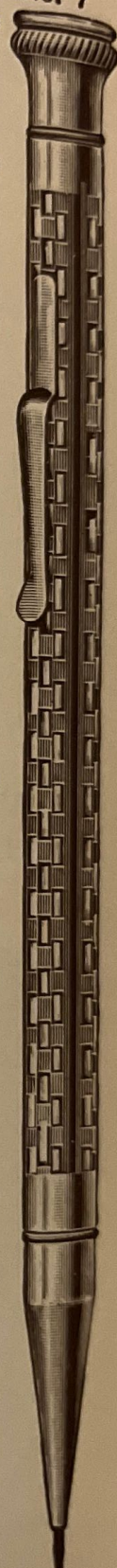
Price
Per Gross No. 7

- 61C **VENUS** Everpointed Pencils, containing No. 38 **VENUS** Thin Lead, silver plated, long, chased, with rubber, clip and twelve extra **VENUS** thin leads..... 72.00
- 61SRC **VENUS** Everpointed Pencils, containing No. 38 **VENUS** Thin Lead, silver plated, short, chased, with ring, rubber and twelve extra **VENUS** Thin Leads..... 72.00
- 7N **MARVEL**, nickel, propelling pencil, containing No. 37 **VELVET** thin diameter lead, with pocket clip, refill leads in barrel, and eraser, one dozen in flat box..... 33.00
- 7G **MARVEL**, gilt propelling pencil, containing No. 37 **VELVET** thin diameter lead, with pocket clip, refill leads in barrel, and eraser, one dozen in display easel..... 36.00
- 7A **MARVEL**, assorted gilt and nickel propelling pencil, containing No. 37 **VELVET** thin diameter lead, with pocket clip, refill leads in barrel, and eraser, assorted one dozen on card, six each, nickel and gilt..... 36.00
- 8RG **MARVEL**, gilt propelling pencil, containing No. 37 **VELVET** thin diameter lead, with ring, pocketbook size, refill leads in barrel, and eraser, one dozen in display easel..... 36.00

VELVET THIN LEADS

Per Gross
Tubes

- 37 **VELVET** Leads of thin diameter for No. 7 and all thin lead metal pencils, HB grade, packed one dozen in wooden tube, twelve tubes in carton 7.20
- 37C **VELVET** Thin Leads, packed two dozen on attractive easel display card, otherwise same as above 7.20
- 42 **VELVET** Thin Leads, in metal tube containing twelve leads and red eraser on each end, which fits No. 21-25 Oversize Pencils illustrated on Page 18. Twelve tubes in box, twelve boxes in carton..... 12.00



OVERSIZE MECHANICAL PENCILS WITH THIN DIAMETER LEAD

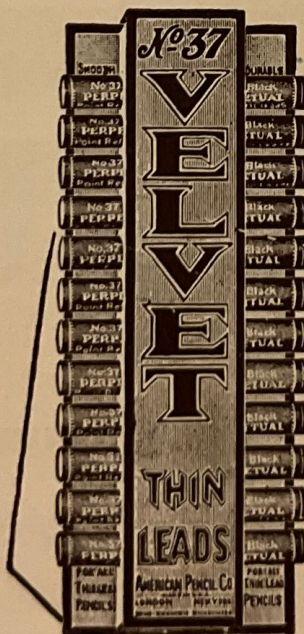
Price
Per Gross

- 25 PERPETUAL, Propelling Pencil, oversize, assorted mottled barrels, red rubber, gilt tip and back cap, gilt pocket clip, extra leads in barrel, one dozen in easel display stand or one dozen in flat box..... 36.00

In Ordering Please State Packing Desired

- 21 PERPETUAL, Propelling and Repelling Pencil, oversize, assorted colored and mottled barrels, nickel tip and back cap, red rubber, pocket clip, extra leads in barrel, one dozen on attractive easel card 36.00

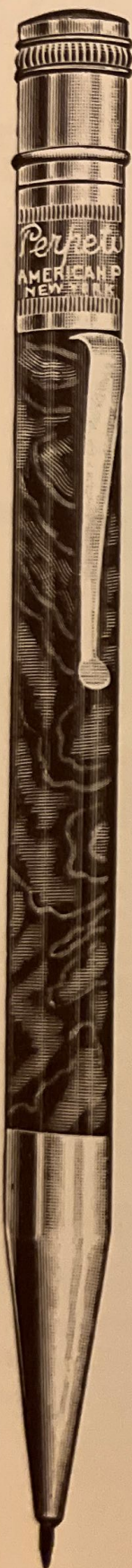
VELVET THIN LEADS ON DISPLAY CARD



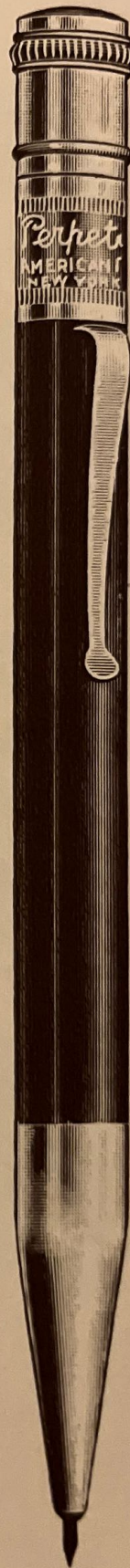
Per Gross
Tubes

- 37C **VELVET** Thin Leads for No. 25, 21 and all thin lead mechanical pencils, grade HB, packed two dozen on attractive easel display card

7.20



No. 25



No. 21

BLUE BAND VELVET PENCILS

Supreme in its class.

Hexagon or round, in attractive new dozen boxes, **Blue Band VELVET** Pencils are able to maintain more than ever, the leadership in your 5c pencil business.

Price
Per Gross

Blue Band VELVET hexagon, VELVET walnut finish, gilt tip, with blue band, pink rubber, one dozen in box, one-half gross in carton

8.00

No. 556-1 very soft

No. 558-3 hard

No. 557-2 soft

No. 561-4 very hard

No. 557-2/3 firm

557C **Blue Band VELVET** grade 2, soft, 6 inches, sharpened, with pocket clip, one dozen on card

8.00



Blue Band VELVET round, VELVET walnut finish, gilt tip with blue band, pink rubber, one dozen in box, one-half gross in carton

8.00

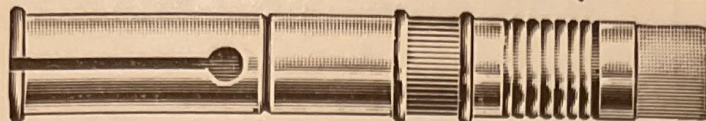
No. 559-1 Very Soft, No. 559-2 Soft, No. 559-3 Hard.



ATTRACTIVE HALF GROSS CARTON OF THE BLUE BAND VELVET PENCILS

Each packed with colored display card. When cover of box is removed, carton can be used as showcard, see illustration, making an attractive counter or window display.

BLUE BAND VELVET PENCILS (Continued)

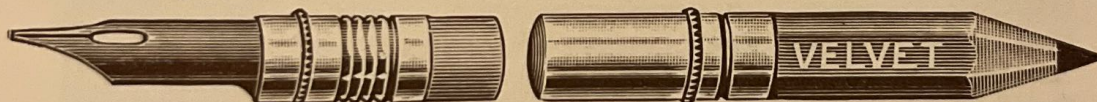


Price Per Gross

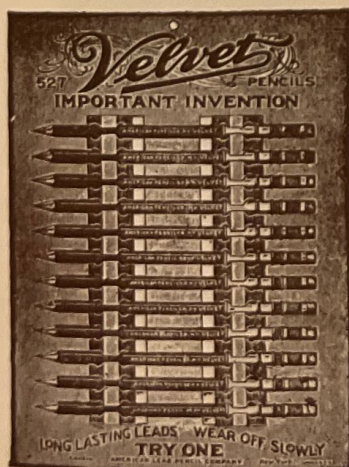
- 527 **Blue Band VELVET** hexagon, VELVET walnut finish, gilt protector with blue band and pink rubber, 6-inch pencil, No. 2, one dozen on card, one-half gross in carton..... 8.00
- 811 **Blue Band VELVET** like 527 above, with shorter pencil. 7.20
- 846 **Blue Band VELVET** hexagon, VELVET walnut finish, nickel protector and letter opener, 6-inch pencil, No. 2, one dozen on card, one-half gross in carton..... 8.00



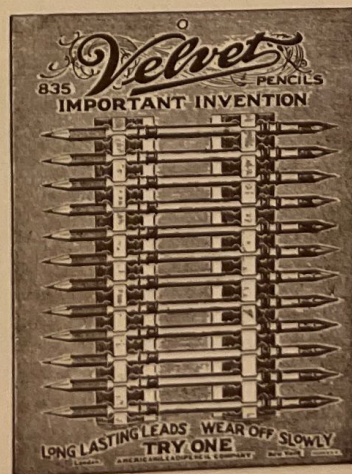
- 880 **VELVET** hexagon, VELVET walnut finish, seven degrees, BB-B-HB-F-H-2H-3H, one dozen in box, one-half gross in carton 8.00
- 870 **VELVET** round, otherwise same as 880, above..... 7.20



- 835 **Blue Band VELVET** combination pen and pencil, gilt barrel with blue bands, one dozen on card, one-half gross in carton 15.00



SELECTIONS FROM
Blue Band VELVET
CARDED STYLES



No. 527—With Gilt Protector
(See description above.)
Similar packing for 557C, 811, 846

No. 835—Combination Pencil
and Pen.
(See description above)

BLUE BAND VELVET SELF SELLERS



No. 1620—BLUE BAND VELVET
Fantail Display Stand.

- 1615 **Blue Band VELVET** Assortment. A beautiful and striking display. Compact and a very novel idea, containing three dozen Blue Band VELVET Pencils as follows:

One dozen 556 Grade 1
Two dozen 557 Grade 2
Per box (three doz.)..... 2.00

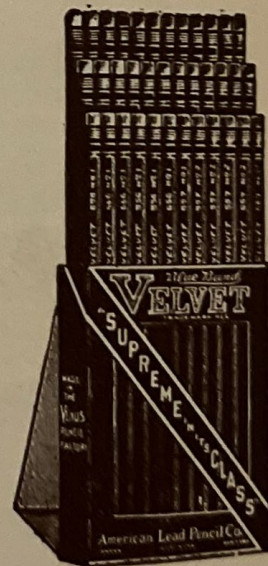


No. 1612—BLUE BAND VELVET
Display Stand

- 1620 **Blue Band VELVET** Window or Counter Display Stand, containing one-half gross Blue Band VELVET Pencils, as follows:

Two dozen 556 Grade 1
Four dozen 557 Grade 2
A very novel box and unusually attractive\$4.00

- 1614 **Blue Band VELVET** Counter or Display Assortment. Can be hung or used as easel display. A very practical idea in a handsome box, containing one-half gross Blue Band VELVET Pencils. Excellent counter box for retailer.\$4.00



No. 1615—BLUE BAND VELVET
Display Stand

- 1612 **Blue Band VELVET** Window or Counter Display Assortment, as illustrated. Contains one-half gross Blue Band VELVET pencils, and can be constantly refilled.
Per box\$4.00

BLACK LEAD PENCILS HEXAGON, WITH RUBBER ENDS

Price
Per Gross



- 3820 **VENUS** (rubber tipped), hexagon, VENUS green water-marked finish, gilt tip with green band, gray rubber, 14 degrees 3B to 9H, one dozen in box, one-half gross in carton. 16.00

Patents
Pending



- 3830 **VENUS** hexagon, with oversize rubber (an exclusive VENUS feature), large gilt tip with green band, one dozen in box, one-half gross in carton..... 16.00

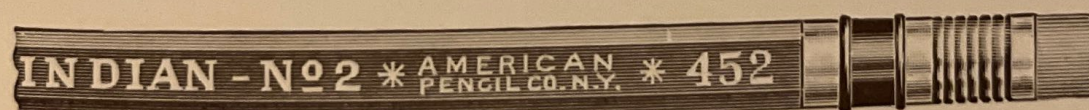
For Complete VENUS Black Pencils See Pages 9 to 12.



- Blue Band VELVET** hexagon, VELVET walnut finish, gilt tip with blue band, pink rubber, one dozen in box, one-half gross in carton 8.00

556-1 Very soft	558-3 Hard
557-2 Soft	561-4 Very hard
557 2/3 Firm	

For Complete VELVET Line See Pages 19 to 21.



- INDIAN, hexagon, yellow, gilt tip with green band, pink rubber, one-half gross in carton..... 7.20

451-1 Very soft	453-3 Hard
452-2 Soft	454-4 Very hard



- 439 **FORUM**, hexagon, walnut, fancy gilt tip, red rubber, Grades 2-3, one-half gross in display box..... 7.00

BLACK LEAD PENCILS (Continued)

HEXAGON, WITH RUBBER ENDS

Price
Per Box

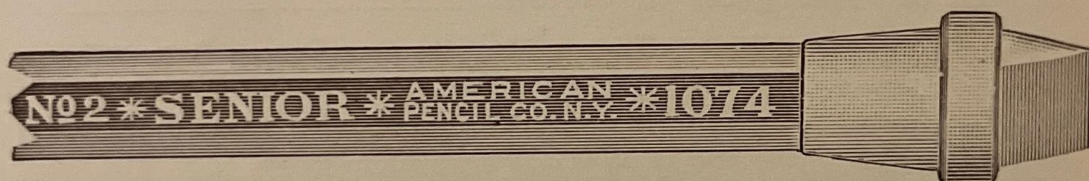


- 963 MARBLE, hexagon, marble glass finishes, gilt tip, red rubber, No. 2, one-half gross in display easel..... 3.70

Price
Per Gross

- 1073 MARBLE, hexagon, assorted marble glass finishes, with detachable red wedge rubber head, one dozen on card, one-half gross in carton 7.40

(Dozen Card Illustrated on Page 39)



- 1074 SENIOR, hexagon, varied two colored stripings, detachable red wedge rubber head, one dozen on card..... 7.40



- 522 CASCADE, hexagon, assorted, gilt tip, red rubber, No. 2, one-half gross in flat display box..... 4.80

- 522Y CASCADE, solid yellow, No. 2, one-half gross in carton..... 4.80



- 543 PREMIUM, hexagon, assorted, nickel tip, red rubber, No. 2, one-half gross in flat display box..... 4.30



- 494 PANSY, hexagon, assorted, nickel tip, gray rubber, No. 2, one-half gross in carton 3.50

BLACK LEAD PENCILS (Continued)

ROUND, WITH RUBBER ENDS

Price
Per Gross



- 3819 **VENUS** (rubber tipped), round VENUS green water-marked finish, gilt tip with green band, gray rubber, soft grade, one dozen in box, one-half gross in carton..... 16.00
- For Complete VENUS Black Pencils, See Pages 9 to 12.



- 559 **Blue Band VELVET** round, VELVET walnut finish, gilt tip with blue band, pink rubber, Nos. 1-2-3, one dozen in box, one-half gross in carton..... 8.00
- For Complete VELVET Pencils, See Pages 19 to 21.



- 438 **FORUM**, round, walnut, fancy gilt tip, red rubber, Grades 2-3, one-half gross in hinged display box..... 6.50



- 517 **AUTOGRAPH**, round, assorted bright colors, embossed finish, gilt tip, red rubber, No. 2, one-half gross in carton..... 6.50

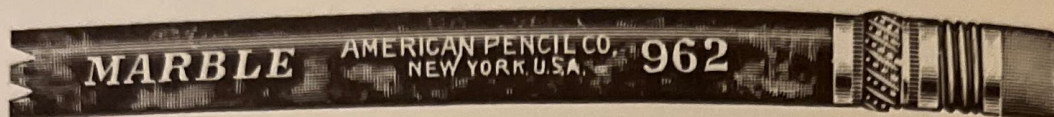


- 146 **MONOGRAM**, round and hexagon, assorted bright colors, gilt tip and red rubber, with gilt pocket clip, No. 2, two dozen in easel display box 7.60

Easel Box Illustrated on Page 39.

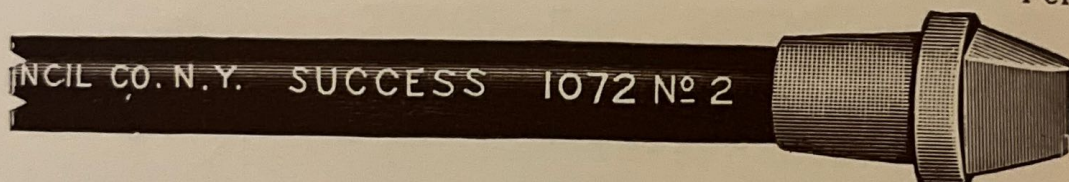
BLACK LEAD PENCILS (Continued)

ROUND, WITH RUBBER ENDS

Price
Per Box

- 962 MARBLE, round, marble glass finishes, gilt tip, red rubber, No. 2, one-half gross in display easel..... 3.60

(See display box packing on Page 38)

Price
Per Gross

- 1072 SUCCESS, round, black, with detachable red wedge rubber head, No. 2, one dozen on card, one-half gross in carton..... 7.20



- 526 CASCADE, round, assorted, gilt tip, red rubber, No. 2, one-half gross in flat display box..... 4.50



- 542 CLOVER, round, assorted, including yellow, nickel tip, red rubber, No. 2, one-half gross in flat display box..... 4.20

BLACK LEAD PENCILS (Continued)

ROUND, WITH RUBBER ENDS

Price
Per Gross



- 491 ALL RIGHT, round, assorted, including yellow, nickel tip, gray rubber, No. 2, one-half gross in carton..... 3.40



- 571 BEATS ALL, JR., round and hexagon, assorted bright colors, 6-inch pencil, nickel tip, gray rubber, No. 2, one gross in carton 2.40



- 1040 DICKENS, round, cedar, rubber inserted, blind stamp, No. 2, one gross in carton 1.80



- 1060 SCOUT, round, red finish, rubber inserted, blind stamp, No. 2, one gross in carton..... 2.00



- 536 SCOUT, round, assorted, including yellow, rubber inserted, aluminum stamp, No. 2, one gross in carton..... 2.60

BLACK LEAD PENCILS (Continued)

ROUND AND HEXAGON—PLAIN ENDS

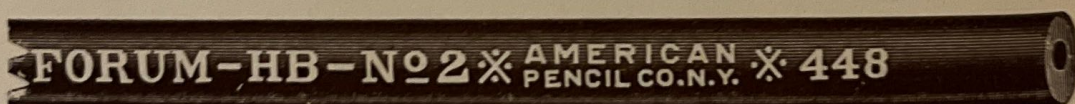
Price
Per Gross

- 3800 **VENUS** hexagon, 17 degrees, 6B to 9H, one dozen in box, one-half gross in carton..... 16.00
- For Complete VENUS Black Pencils, See Pages 9 to 12.

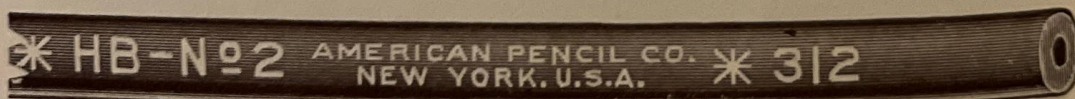


- 870 **VELVET** round, VELVET walnut finish, seven degrees, BB-B-HB-F-H-2H-3H, one dozen in slide box, one-half gross in carton 7.20
- 880 **VELVET** hexagon, VELVET walnut finish, seven degrees, BB-B-HB-F-H-2H-3H, one dozen in slide box, one-half gross in carton 8.00

For Complete VELVET Pencils, See Pages 19 to 21.



- 448 **FORUM**, round, walnut, Grades B-No. 1, HB-No. 2, F-No. 3, H-No. 4, one-half gross in carton..... 4.50



- 312 **EXPERT**, round, natural, Grades B-No. 1, HB-No. 2, F-No. 3, H-No. 4, one gross in carton..... 3.50



- 701 **UNIVERSAL**, round, natural, No. 2, one gross in carton..... 1.70

BLACK LEAD PENCILS (Continued)

ROUND, THICK LEAD PENCILS

Price
Per Gross


- 113 CARBON, round, canary, thick, soft, smooth lead, one-half gross in carton 7.20



- 325 CLASSIC, round, yellow, thick, soft, smooth lead, one-half gross in carton 7.20



- 81 CHILDLAND, round, high black polish, large diameter, thick, soft, smooth lead, one-half gross in carton..... 9.00



- 88 DREADNAUGHT, round, large diameter, mottled glass finish, soft, smooth lead, red wedge rubber cap, one dozen in display easel 12.00

- 85 NOTER, round, large diameter, mottled in gilt and silver, large gilt tip, with ring, red rubber, one doz. in display easel. 13.00
Dozen box 88-85 illustrated on Page 39.



- 89 MIRACLE, round, large diameter, assorted mottled glass finishes, soft, smooth lead, gilt tip, red rubber, one dozen in easel display box 12.00

BLACK LEAD PENCILS (Continued)

CARPENTER PENCILS

VENUS Carpenter Pencils

Price
Per Gross

VENUS Carpenter, made in three degrees, octagon, yellow with green stripes, one-half dozen in handsome box, one quarter gross in carton.....

16.00

3851-3B, very soft; 3852-HB, medium; 3853-4H, very hard.

Per Box

3855 **VENUS** Carpenter assortment, containing one dozen each of all three grades.....

4.00

3851-3B, very soft; 3852-HB, medium; 3853-4H, very hard.

Price
Per Gross

587 **TORTOISE SHELL**, octagon, one dozen in package, one-half gross in carton

8.50



580 **MASTER MECHANIC**, yellow with black stripes, octagon, one dozen in package, one-half gross in carton.....

8.50

736 **NATURAL FINISH**, oval, one dozen in package, one gross in box

6.00



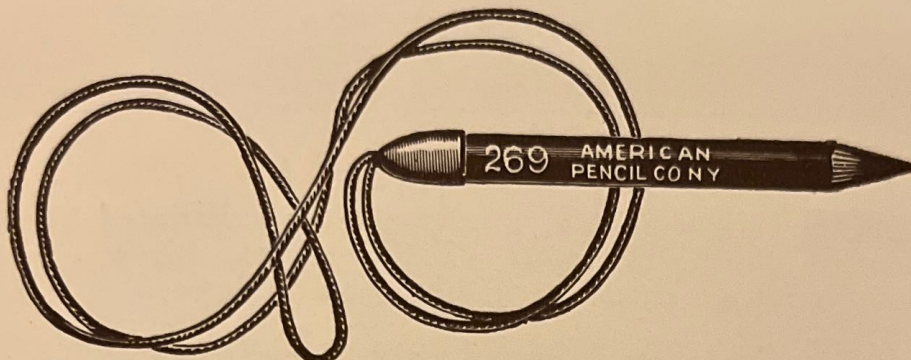
910 **CARPENTER** assortment, packed $\frac{1}{4}$ gross in easel display box, consisting of 580 and 587 Carpenter Pencils.

Per box

2.10

BLACK LEAD PENCILS (Continued)

PROGRAMME, GOLF AND LUMBER CRAYONS



Price Per
Thousand

- 269 PROGRAMME, round, supplied either assorted bright finishes or solid colors, nickel cap and cord, 100 in box..... 24.00
- 266 PROGRAMME, assorted mottled finishes, otherwise as above 27.00



Per Gross

- 277G PROGRAMME, round, supplied either assorted bright finishes or solid colors, gilt cap and ring, one gross in box..... 6.00

ELEPHANT PENCIL (Large Diameter)

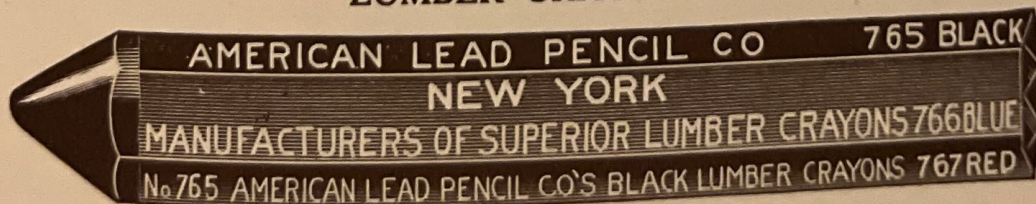


- 33 ELEPHANT, round, red, yellow and blue finishes, metal cap, thick lead, large diameter, 13 inches long, lead 1½ inches long, one dozen in easel display box..... 20.00

GOLF AND TALLY PENCILS

- 708 CUTEY, hexagon, pocket size pencil, assorted mottled finishes, with detachable red wedge rubber head, one dozen on display card 4.00
- 8020 GOLF, round, untipped, short length pencil, yellow, pointed, one gross in carton 1.50

LUMBER CRAYONS



Hexagon, Paper Covered, 6 Inches Long, One Dozen in Box,
One-Half Gross in Carton

	Per Gross		
765 Black	9.00	767 Red	12.00
766 Blue	12.00	768 Green	12.00
		769 Yellow	12.00

COLORED PENCILS

VENUS COLORED PENCILS

Price
Per Gross

- 3841 **VENUS** Blue Pencil, round with the celebrated VENUS watermark finish. Utmost VENUS quality for use in all arts and trades, one dozen in box, one-half gross in carton. 16.00
- 3843 **VENUS** Red Pencil, round, with the celebrated VENUS watermark finish. Utmost VENUS quality for use in all arts and trades, one dozen in box, one-half gross in carton..... 16.00

Quantity Schedule of VENUS Pencils on Request.



- 1201 BONNY BLUE, blue lead, round, blue glass finish..... 10.00
- 1202 GRASS GREEN, green lead, round, green glass finish..... 10.00
- 1203 ROSE RED, red lead, round, red glass finish..... 10.00
- 1204 YELLOW, yellow lead, round, yellow glass finish..... 10.00

Packed in One-half Gross Cartons



- 111 REX, Red and Blue lead combined, round, red and blue finish, one-quarter gross in carton..... 10.00



- 196 Colored Lead, round, large diameter, one-quarter gross in carton 11.00
- 196B blue, 196R red, 196R&B red and blue combined



- 112B Blue Lead, round, natural polish, one gross in carton..... 9.00
- 112R Red Lead, round, natural polish, one gross in carton..... 9.00

UNIQUE

THIN LEAD COLORED PENCILS

The Greatest Advance in the Pencil Industry

Price
Per Gross

Unequalled for figuring, checking, underscoring, sketching, marking blueprints, retouching, etc. **UNIQUE** contains a colored lead of the same diameter as No. 1 writing pencils, handy hexagon shape—sharpens easily in a pencil sharpener.



Trade Mark Registered.

1206 Blue	1211 Red and Blue	1216 Light Blue
1207 Red	1212 Brown	1217 Pink
1208 Green	1213 Black	1218 Light Green
1209 Yellow	1214 Orange	1219 Maroon
1210 Purple	1215 White	1223 Carbon

Above colors packed one-quarter gross in carton..... 12.00

1205 **UNIQUE**, red and blue combined with metal joiner, one dozen on card, six cards to carton..... 12.00



161 **UNIQUE INK-EAU**, hexagon, thin lead, gilt mouthpiece and gilt protector, intense soft violet copying pencil, one half gross in box..... 12.00

For **UNIQUE ASSORTMENT** Box No. 1116 (1 piece each of 12 colors), and for special **UNIQUE DISPLAY BOXES**, see pages 33-34.

COLORED PENCIL DISPLAYS

UNIQUE THIN LEAD COLORED PENCILS

The great demand for UNIQUE Thin Lead Colored Pencils has been established by national advertising and because of their superior quality and adaptability. Obtain your share of this new business by showing one or more of the efficient display assortments listed below.



No. 1116

1116 UNIQUE Assortment Box. Contains one piece each of 12 colors of UNIQUE Thin Lead Colored Pencils—useful to everyone.

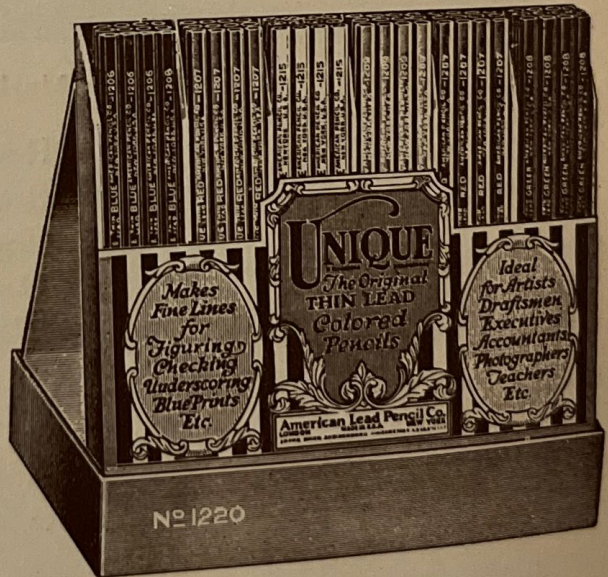
Blue	No. 1206	Orange	No. 1214
Red	No. 1207	White	No. 1215
Green	No. 1208	Lt. Blue	No. 1216
Yellow	No. 1209	Pink	No. 1217
Purple	No. 1210	Lt. Green	No. 1218
Brown	No. 1212	Maroon	No. 1219

Packed six boxes to a carton ($\frac{1}{2}$ gross pencils)

Price per dozen boxes..... 13.00



1126 UNIQUE Assortment. Contains two dozen assorted UNIQUE Thin Lead Colored Pencils with gilt pocket clips, in striking easel display box (gross pencils) 12.50



1220 UNIQUE Assortment. An effective easel display containing $\frac{1}{2}$ gross of the UNIQUE Thin Lead Colored pencils assorted as follows:

1 dozen	1206	Blue
2 dozen	1207	Red
1 dozen	1208	Green
1 dozen	1209	Yellow
1 dozen	1215	White

Per Box, 6.00

COLORED PENCIL DISPLAYS (Continued)

1222 UNIQUE Assortment, a splendid easel display containing one gross UNIQUE Thin Lead Colored Pencils, one dozen each of twelve colors, as follows:

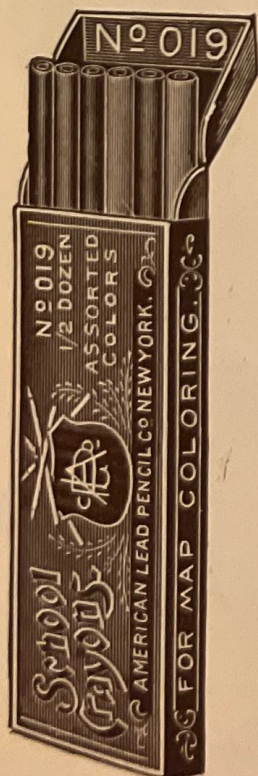
1206 Blue	1214 Orange
1207 Red	1215 White
1208 Green	1216 Lt. Blue
1209 Yellow	1217 Pink
1210 Purple	1218 Lt. Green
1212 Brown	1219 Maroon

Just the thing for your counter and will insure added sales on colored pencils.

Per box (one gross pencils) 12.00



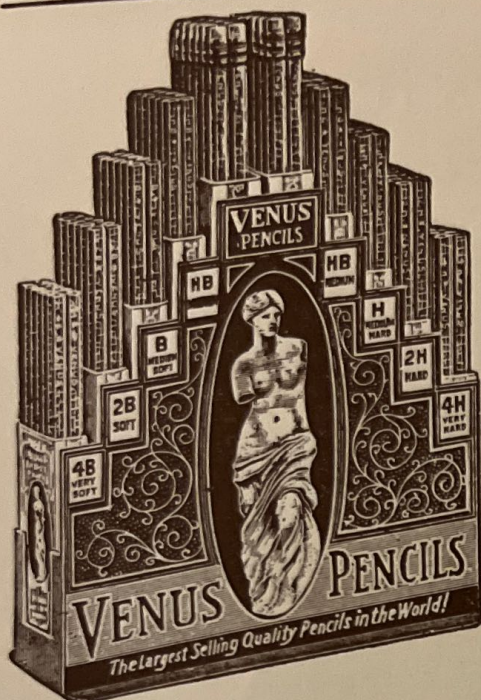
SCHOOL CRAYONS



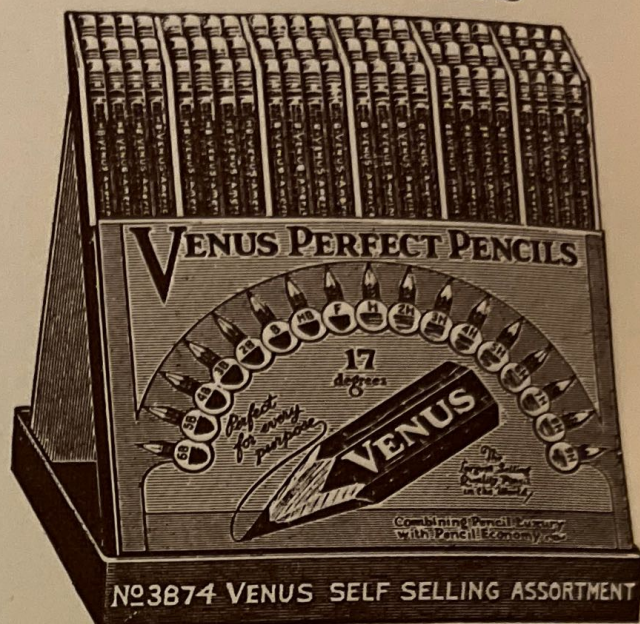
Price Per
Gross Boxes

019	School Crayon, wood covered, 4 1/2 inches long, six assorted colors to box, twelve boxes to carton.....	14.40
020	School Crayon, wood covered, 4 1/2 inches long, twelve assorted colors to box, twelve boxes to carton.....	28.80
115	School Crayon, wood covered, 3 1/2 inches long, six assorted colors in box, twelve boxes to carton.....	12.00

LEAD PENCIL DISPLAYS



No. 3863



No. 3874

- 3863 **VENUS** metal display stand, heavy metal gauge, brilliantly finished black and gold. Same design front and back. Contains 10 dozen **VENUS** pencils (8 dozen 3800, 2 dozen 3830) assorted in popular degrees, thus linking your store with **VENUS** national advertising. Per stand, filled 14.40
- 3860 As above, but contains two dozen **VENUS** Colored Pencils in place of two dozen 3830 **VENUS** (Rubber Tipped). Per stand, filled 14.40
- 3874 **VENUS** Display Assortment, contains one-half gross 3820 **VENUS** (Rubber Tipped) Pencils in the popular soft degrees. Per box, filled 8.00
- 3864 **VENUS** Patented Revolving Metal Stand, an exact reproduction of **VENUS** Pencil, considerably enlarged and provided with slots to carry one and one-half gross of **VENUS** Pencils in the dozen boxes. The assortment includes one dozen **VENUS** Pencils with plain ends in fifteen degrees, from 6B to 7H, one dozen each 3819-3820HB tipped **VENUS**, and one dozen 214 **VENUS** Super-Copying Pencils, totaling eighteen dozen **VENUS** Pencils. Per stand, filled 24.00

Quantity Schedule of Venus Pencils Upon Request.



No. 3864

LEAD PENCIL DISPLAYS (Continued)



No. 1620—BLUE BAND VELVET
Fantail Display Stand.

- 1615 **Blue Band VELVET** Assortment. A beautiful and striking display. Compact and a very novel idea, containing three dozen Blue Band VELVET Pencils as follows:

One dozen 556 Grade 1
Two dozen 557 Grade 2
Per box (three doz.) 2.00



No. 1612—BLUE BAND VELVET
Display Stand

Price
Per Box

- 1620 **Blue Band VELVET** Window or Counter Display Stand, containing one-half gross Blue Band VELVET Pencils, as follows:

Two dozen 556 Grade 1
Four dozen 557 Grade 2

A very novel box and unusually attractive \$4.00

- 1614 **Blue Band VELVET** Counter or Display Assortment. Can be hung or used as easel display. A very practical idea in a handsome box, containing one-half gross Blue Band VELVET Pencils. Excellent counter box for retailer. \$4.00



No. 1615—BLUE BAND VELVET
Display Stand

- 1612 **Blue Band VELVET** Window or Counter Display Assortment, as illustrated. Contains one-half gross Blue Band VELVET pencils, and can be constantly refilled.
Per box 4.00

LEAD PENCIL DISPLAYS (Continued)

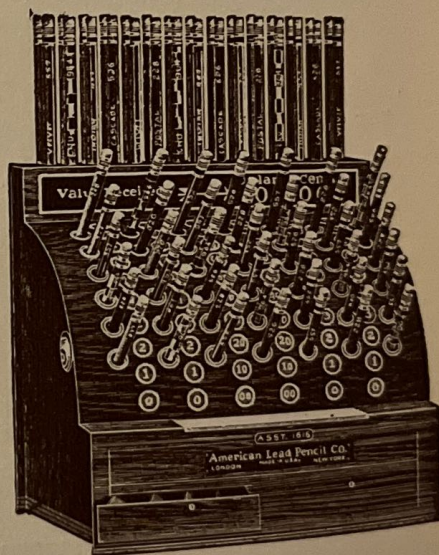


No. 1540

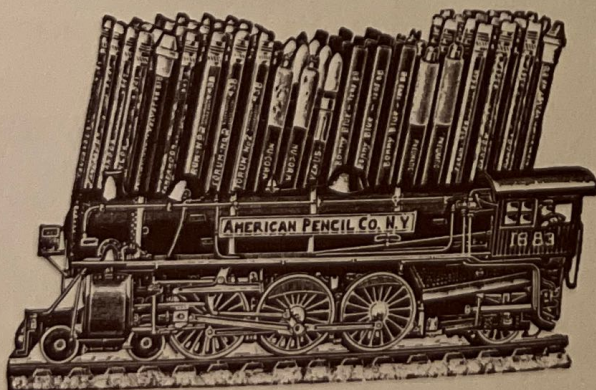
- 1540 TRIPLEX, contains one gross rubber tipped pencils, including Blue Band VELVET. The assortment contains pencils retailing at one cent, two for five and five cents, consisting of following:
 48-5c pencils VELVET
 36-1c pencils SCOUT
 60-2 for 5c CASCADE
 A splendid box for the retailer's counter.
 Per box (one gross pencils) 4.80

- 1616 CASH REGISTER, contains one-half gross pencils, round and hexagon, assorted bright finishes, gilt tips, red rubbers, representing miniature cash register, effectively displayed, per box 3.60

- 1618 PENCIL ASSORTMENT. Contains one-half gross round and hexagon pencils, bright finishes, gilt tips, red rubbers, unusually attractive. Per box..... 3.60



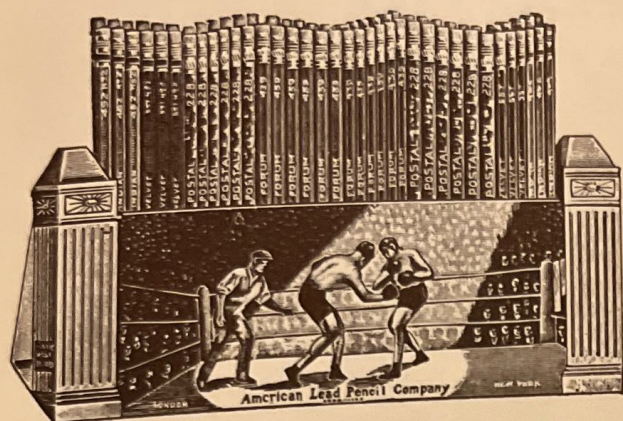
No. 1616



No. S1683

- S1683 LOCOMOTIVE; contains one-half gross assorted pencils and penholders, consisting of black pencils with rubber tip, VENUS Copying Pencils, colored lead pencils and penholders. All staple fast selling items. Excellent counter box for retailers. Per box 3.60

LEAD PENCIL DISPLAYS (Continued)



No. 1530

- 1530 FISTIC, contains one-half gross pencils, round and hexagon, assorted bright finishes, gilt tips, red rubbers. Illustration of a boxing exhibition on front of box; very good looking display. Price Per Box 3.40

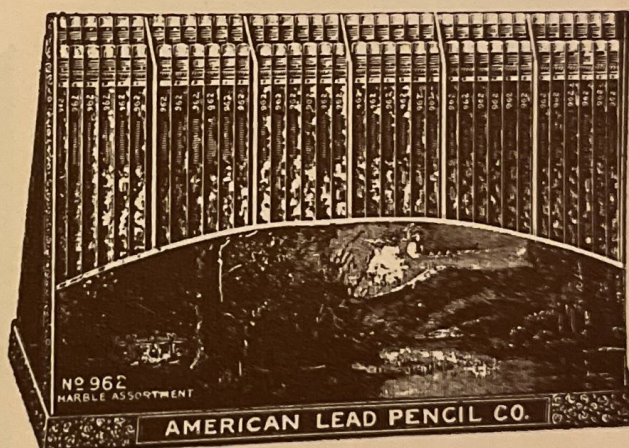
- 1529 TOP OF THE WORLD, contains one-half gross pencils, round and hexagon, assorted bright finishes, gilt tips, red rubbers. Illustration of North Pole flight on front of box. This assortment offers unusual value. Per box 3.00

- 962 TUTANKHAMEN, contains one-half gross pencils, round, marble glass finishes, gilt tips, red rubbers. Per box 3.60

Single pencil illustrated on page 25.

- 963 TUTANKHAMEN, hexagon, similar to 962 above, but contains hexagon pencils instead of round. Per box 3.70

Single pencil illustrated on page 23.



No. 962

- 522 CASCADE, contains one-half gross CASCADE pencils, hexagon, assorted bright finishes, gilt tip, red rubber, flat display box. Per gross 4.80

Single pencil illustrated on page 23.

- 526 CASCADE, round, similar to 522 above, but contains round pencils instead of hexagon. Per gross 4.50

Single pencil illustrated on page 25.



No. 522

LEAD PENCIL DISPLAYS (Continued)

(In Easel Display Box or Dozen on Card)

Price
Per Gross

No. 146

- 146 MONOGRAM, round and hexagon, assorted bright colors, gilt tip and red rubber with gilt pocket clip, No. 2 medium, 2 dozen in display box.

Price per gross 7.60

Single Pencil Illustrated on
Page 24

- 88 DREADNAUGHT, round, large diameter, mottled glass finish, soft, smooth lead, red wedge rubber cap, one dozen in display easel.

Price per gross..... 12.00

Single Pencil Illustrated on Page 28

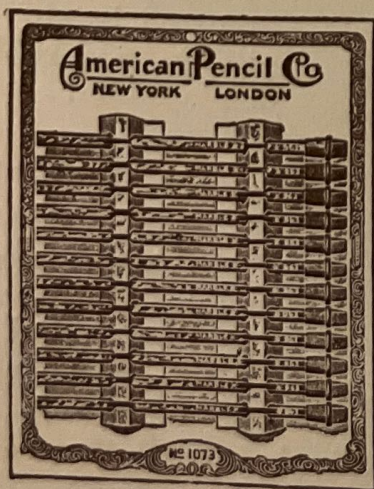
- 85 NOTER, round, large diameter, mottled in gilt and silver, large gilt tip with ring, red rubber, one dozen in display easel.

Price per gross..... 13.00

Single Pencil Illustrated on Page 28



No. 88



No. 1073

- 1073 MARBLE, hexagon, assorted marble glass finishes, with detachable red wedge rubber, one dozen on card. Price per gross 7.40

Single Pencil Illustrated on Page 23

Similar packing for 1072-1074

COMPANION BOXES AND DESK SETS



No. S1290

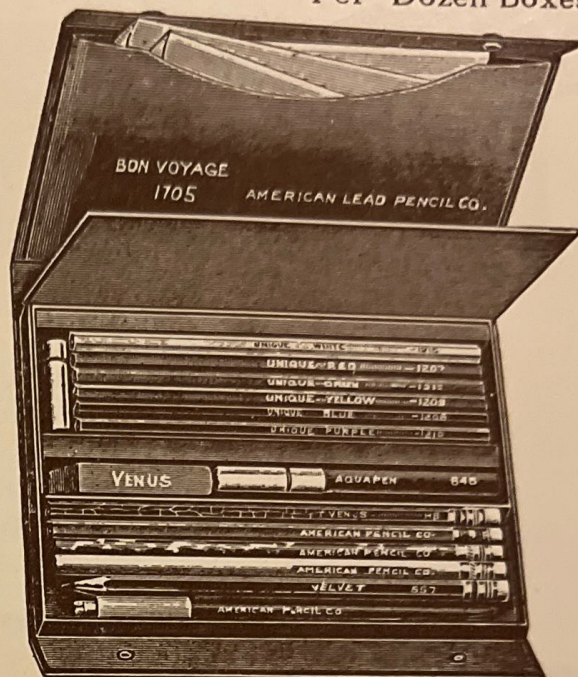
S1290 MOZART, special beautifully tinted two-color hand design Nemoursa covering, assorted tints, large size, fitted with extra drawer. Contains nineteen articles, including pencils, penholder, eraser, compass, point protector, etc. Six sets in carton. Per dozen boxes..... 15.60



S1239

1245 LEATHER BOOK BOX, covered with finest leather in spider grain, gray and mocha, in form of book with snap fastener, rich design, large size. Contains fifteen articles, including pencils, penholder with pen, eraser, VENUS refill leads, mechanical pencil, etc. One in individual box. Per dozen boxes..... 33.00

Per Dozen Boxes



No. 1705

1705 BON VOYAGE, beautiful attractive cover design in colors, refined artistic effect, large size, with writing pad. Contains eighteen articles, including pencils, new magic Aquapen, penholder with pen, eraser, tube pen points, colored pencils, supply of writing paper and envelopes.

Three sets in carton.
Per dozen boxes..... 20.40

S1239 LUCIA, gilt embossed, special fabrikoid covering in three assorted colors, rich design, large size, fitted with removable tray. Contains seventeen articles, including pencils, penholder, eraser, crayons, compass, dictionary, mechanical pencil.

Six sets in carton.
Per dozen boxes..... 14.40

COMPANION BOXES AND DESK SETS (Continued)

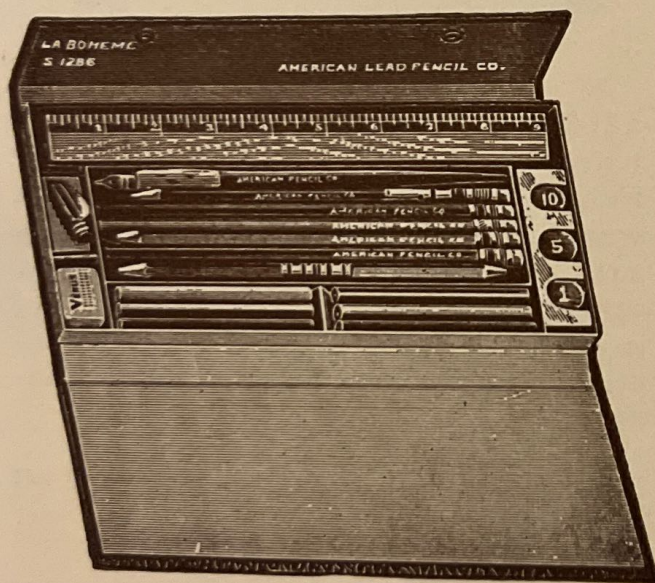


No. 1244

S1235 NIAGARA, cloth covered, fancy embossing, assorted colors, large size, fitted with removable drawer. Contains nineteen articles, including pencils, penholder, eraser, sharpener, compass, etc.

Six sets in carton.

Per dozen boxes..... 12.00



No. S1286

S1241 CHOPIN, fabrikoid, large size, fitted with removable drawer. Contains twenty articles, including pencils, penholder, eraser, complete crayon assortment, pens, etc.

Six sets in carton.

Per dozen boxes..... 19.20

1244 HOLDFAST, pouch with zipper, fabrikoid, grained, assorted colors. Contains six articles, including pencils and penholder.

Six pouches in carton.

Per dozen pouches..... 13.00



No. S1235

S1286 LA BOHEME, special beautifully tinted hand design Nemoursa covered, large size. Contains seventeen articles, including pencils, penholder, eraser, colored crayons, pens, etc.

Six sets in carton.

Per dozen boxes..... 12.00



No. S1241

COMPANION BOXES AND DESK SETS (Continued)



No. 1704

- 1707 CONQUEROR, fabricate covered, assorted colors with drinking cup, large size. Contains twenty-two articles, pencils, penholder with pen, drinking cup, crayons, ruler, eraser, pencil sharpener, etc.

Six sets in carton.

Per dozen boxes..... 9.00



No. 1707

- 1703 MONTE CRISTO, seal grain covered, coin case box, assorted colors, medium size. Contains eleven articles, including pencils, penholder with pen, ruler, eraser, etc.

Twelve sets in carton

Per dozen boxes..... 6.66



No. 1703

AMERICAN LEAD PENCIL COMPANY

COMPANION BOXES AND DESK SETS (Continued)



No. 1708

- 1708 AMPECO DRINKING CUP BOX, new embossed triple-tone material, assorted colors, medium size. Contains ten articles, consisting of pencils, new magic Aquapen, drinking cup, eraser, crayons, ruler, etc. Twelve sets in carton. Per dozen boxes..... 6.00

- 1709 AMPECO, exclusive design new embossed triple tone material, large size. Contains thirteen articles, consisting of pencils, penholder with pen, eraser, ruler, book strap, rubber bands, etc.

Six sets in carton.

Per dozen boxes..... 12.00



No. 1709



No. 1701

- 1701 AMPECO, a new and original Byzantine covering, assorted colors, medium size. Contains ten articles, consisting of pencils, penholder with pen, eraser, ruler, gilt pencil clip, etc. Twelve sets in carton. Per dozen boxes 3.00

- S1295 FEDORA, fabricate covered, assorted colors, medium size. Contains fourteen articles, consisting of pencils, penholder, eraser, ruler, crayons, pens, etc.

Twelve sets in carton.
Per dozen boxes.....

6.66

COMPANION BOXES AND DESK SETS (Continued)

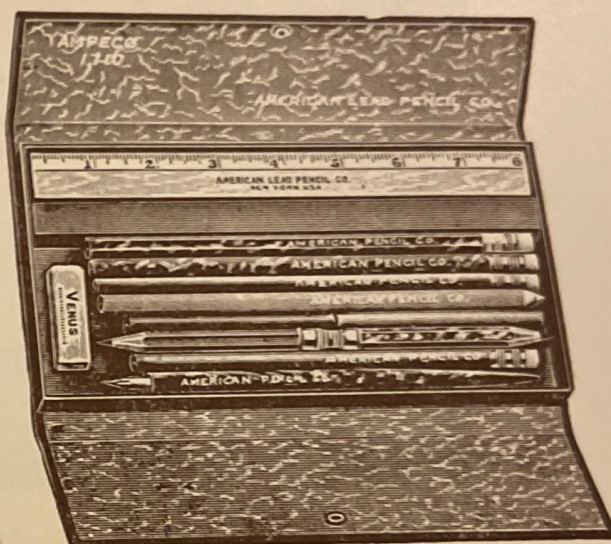


No. 1702

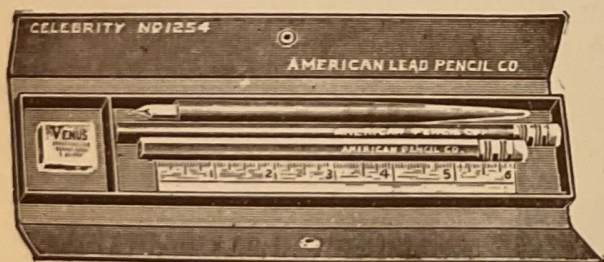
1710 AMPECO, Fabricate covered, assorted colors, medium size. Contains twelve articles, including pencils, penholder with pen point, eraser, ruler, etc. Twelve sets in carton.

Per dozen boxes..... 3.80

1702 STEPHENSON, cloth covering, assorted colors, medium size, contains nine articles, consisting of black pencils, penholder with pen, eraser, ruler, gilt pencil clip, etc. Twelve sets in carton. Per dozen boxes..... 3.00



No. 1710



No. 1254

1254 CELEBRITY, cloth covered, embossed, assorted colors, small size. Contains six articles, including pencils, penholder, ruler, eraser, etc.

Twelve sets in carton.
Per gross boxes..... 21.00

1253 GRANT, cloth covered, embossed, assorted colors, small size. Contains five articles, including pencil, penholder, ruler, eraser, pen point.

Twelve sets in carton.
Per gross boxes..... 18.00



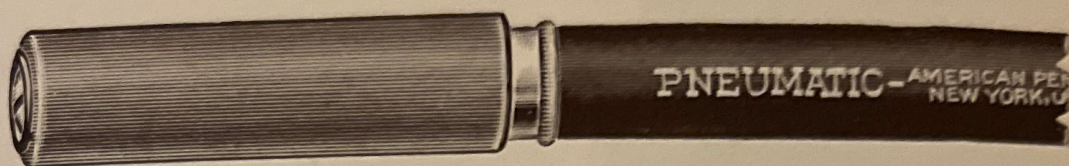
No. 1253

1252 PATRIOTIC, pasteboard box, with beautiful pictures on lid cover, small size. Contains six articles, consisting of pencils, penholder, ruler, pen point and eraser. Twelve sets in carton. Per gross boxes..... 15.24



No. 1252

PENHOLDERS RUBBER TIPPED

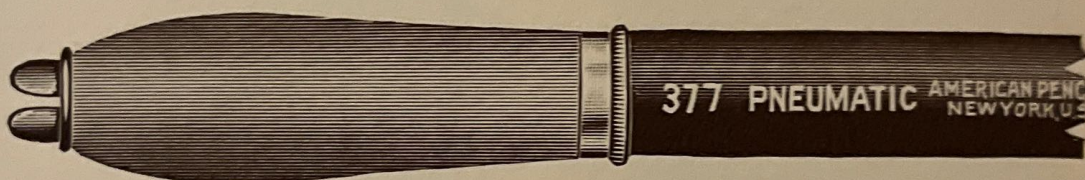
Price
Per Gross


(Trade Mark Registered)

PNEUMATIC, soft rubber tip, olive green glass finish sticks,
with gilt band, gold stamp.....

8.00

379 One dozen in box. 379C One dozen on card.



(Trade Mark Registered)

377 PNEUMATIC, soft rubber tip, maroon glass finish sticks
with gilt band, gold stamp, one dozen in box, one-half gross
in carton

9.00



PNEUMATIC, soft red rubber tip, glass finish sticks.....

7.20

1157 One dozen on card assorted red and black.

1157B Black, one quarter gross in box.

1157R Red, one quarter gross in box.



1159 DIANA, fluted red rubber tip, assorted bright colors, glass
finish sticks, one-quarter gross in box.....

5.40

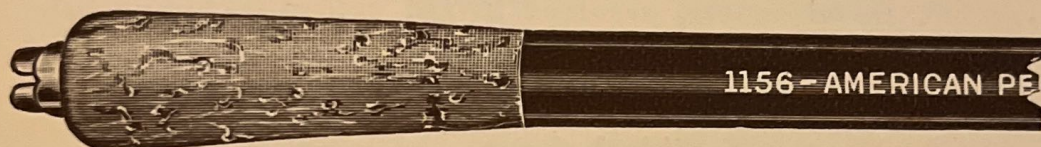
PENHOLDERS (Continued)

CORK TIPPED

Price
Per Gross



- 294 PREMIER, cork tip, with bonin nib, assorted red and black glass finish sticks with gilt band, one dozen in box, one-half gross in carton 7.60
- 395 PREMIER, cork tip, with bonin nib, assorted red, black, yellow and blue, glass finish sticks with gilt band, one dozen on card, one-half gross in carton..... 7.60



- NU-CORK, cork tip, glass finish sticks..... 7.20
- 1156 One dozen on card, assorted red and black.
- 1156B Black, one quarter gross in box.
- 1156R Red, one quarter gross in box.



- 1158 CORK TIP, assorted bright colors, glass finish sticks, one-quarter gross in box..... 5.40

(ALL WOOD)



- 819 BANK penholder, all wood, dull ebony finish, gold stamp, one dozen in box, one-half gross in carton..... 7.20



- 673 TAPER, assorted marble, onyx and antique ivory, glass finish sticks, one dozen in box, one-half gross in carton..... 6.80

PENHOLDERS (Continued)

(All Wood)

Price
Per Gross



- 658 SCHOOL, natural glass finish sticks, one-half gross in box..... 4.50



- 617 TAPER, metal center, assorted bright colors including yellow, one gross in carton..... 2.20
- 624 TAPER, metal center, black finish, one gross in carton..... 2.00
- 628 TAPER, wood center, black finish, one gross in carton..... 1.50
- 629 TAPER, wood center, assorted bright colors, one gross in carton 1.60
- 630 TAPER, metal center, black finish, one gross in carton..... 3.00

(METAL TIPS)



- 1883 Swell, medium, black, glass finish sticks, nickel tip, one-half gross in carton 6.00
- 1884 Swell, medium, red, glass finish sticks, nickel tip, one-half gross in carton 6.00
- 651B Swell, medium, black, glass finish sticks, nickel tip, one-half gross in carton 4.00
- 651R Swell, medium, red, glass finish sticks, nickel tip one-half gross in carton..... 4.00



- 601 Swell, medium, natural, glass finish sticks, black japanned tip, one-half gross in carton..... 3.50
- 607 Straight, assorted fancy finishes, one gross in carton..... 1.60
- 613 Straight, small, plain finish sticks, one gross in carton..... 1.50

PENHOLDER DISPLAYS

Price
Per Box

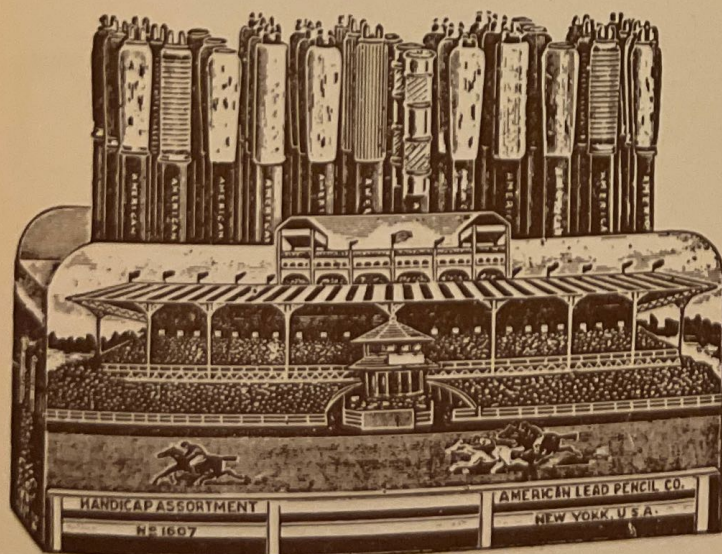
- 1687 NOX-EM-ALL** Assortment, one-quarter gross, pneumatic rubber, cork tipped and all high quality penholders, with pens attached in display box assorted.

Price, per box 2.00



No. 1687

- 1617 Penholder Assortment**, one-quarter gross, pneumatic rubber, cork tipped and all high quality penholders, in attractive box, excellent for retailer's counter. Price, per box..... 2.00



No. 1607

- 1607 HANDICAP** assortment, one-quarter gross in display box, pneumatic rubber, cork tipped and other quality penholders, assorted, mostly bonin nibs.

Price per box..... 2.00

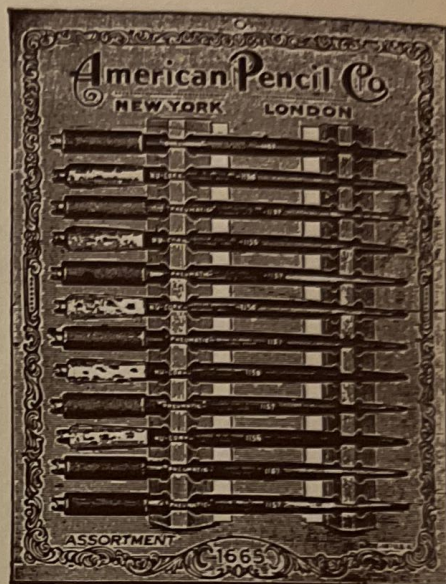
CARDED PENHOLDERS

(Assorted Dozen on Cards)

Price
Per Gross

- 1665 ASSORTMENT, one dozen pneumatic rubber, cork tipped and holders, assorted on card, one-half gross in carton.

Price per gross..... 7.20



No. 1665



No. 1677

- 1677 ASSORTMENT, one dozen cork and pneumatic rubber tipped penholders, assorted on card, one-half gross in carton.

Price per gross..... 5.90



No. 1675

- 1675 ASSORTMENT, one dozen pneumatic rubber, cork tipped and other quality penholders, assorted on card, one-half gross in carton.

Price, per gross..... 7.60

ERASERS (Pencil and Ink)



VENUS PENCIL ERASERS, block shape, pliable, gray, made in 12 sizes, as follows:

2904	4 to box	2920	20 to box	2940	40 to box
2908	8 to box	2924	24 to box	2960	60 to box
2912	12 to box	2930	30 to box	2980	80 to box
2916	16 to box	2936	36 to box	2900	100 to box

Price, per box..... 1.80

2925 **VENUS** INK ERASER, soft, block shape, gray, 20 to the box.

2945 **VENUS** INK ERASER, soft, block shape, gray, 40 to the box.

Price, per box..... 1.80



Price
Per Gross

2946 **VENUS** Pencil Eraser, red, medium, double bevel, one dozen in box, one-half gross in carton..... 7.20

2937 **VENUS** Pencil Eraser, gray, medium, single bevel, one dozen in box, one-half gross in carton..... 7.20



346 Red Pencil Eraser, medium, double bevel, 12 pieces in box, one-half gross in carton..... 6.00

347 Green Pencil Eraser, medium, double bevel, 12 pieces in box, one-half gross in carton..... 6.00

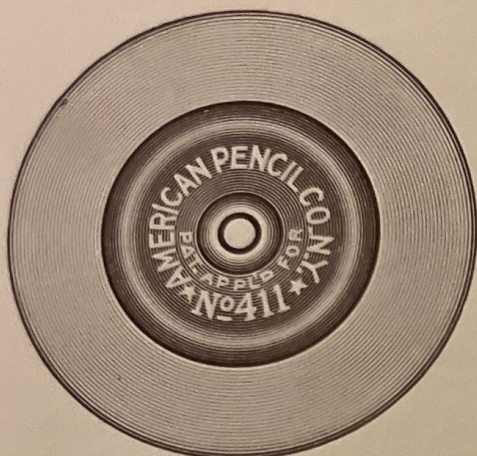
Per Box

100 **VELVET** Pencil Eraser, medium, single bevel, gray, pliable, 30 to box..... 1.50

BEATS ALL pencil eraser, single bevel, gray, 2 sizes, 80 and 120 to the box..... 1.20

Specify Size When Ordering

ERASERS (Continued)

Price
Per Gross

TYPEWRITER ERASERS (Circular)

- 411 NOWASTE, typewriter, gray, circular, extra large size, 12 on card, one-half gross in carton, per gross 7.20
- 428 Circular, typewriter, gray, similar to 411, but trifle smaller size, one dozen in box, one-half gross in carton. Per gross..... 6.00

TYPEWRITER ERASER (Double Bevel)

- 416 ERA Typewriter, gray, medium, double bevel, one dozen in box, one-half gross in carton..... 6.00

COMBINATION INK AND PENCIL ERASERS



- 399 Ink and pencil, gray, medium, double bevel, 12 in box, one-half gross in carton..... 6.00
- 481 Ink and pencil, gray, large, double bevel, one-quarter gross in carton 7.00
- 77 Ink and pencil, gray, small, double bevel, one-half gross in carton 1.90
- 431 Ink and pencil, gray, small, double bevel, one gross in carton 1.50

RED WEDGE RUBBER HEAD PENCIL ERASERS

- 710 Rubber Head, pencil, red, wedge shape, medium size, one-half gross on display card, or one gross in box. 1.60
Specify Packing Desired

- 88C Rubber Head, pencil, red, wedge shape, large size to fit 88 and other large diameter pencils, two dozen on attractive card 4.00



NO. 710 ERASER

ERASER DISPLAYS



2941 **VENUS** Eraser Assortment, contains one-quarter gross size 40 VENUS pencil erasers, in display easel.

Per gross erasers..... 6.50

464 ERASER ASSORTMENT, contains one dozen each.

399 Ink and Pencil Eraser

347 Green Pencil Eraser

346 Red Pencil Eraser

Per gross erasers..... 6.00

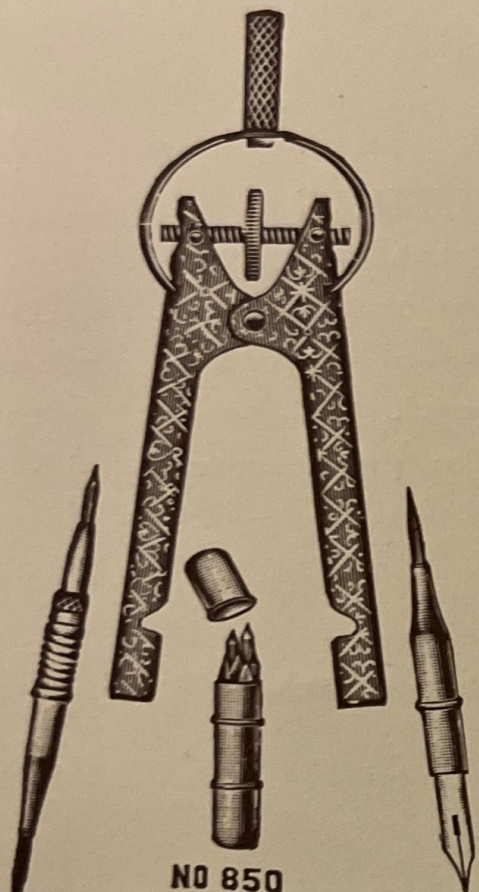


398 MERIT Assortment. An unusually compact assortment of carefully selected erasers in easel display, includes forty erasers assorted as follows:

16 pieces 2940 VENUS pencil erasers, size 40
8 pieces 346 Red pencil erasers
8 pieces 347 Green pencil erasers,
8 pieces 399 Ink and Pencil erasers

Per box of 40
erasers 1.70

COMPASSES, PROTECTORS, PEN-PENCIL COMBINATIONS

Price
Per Gross

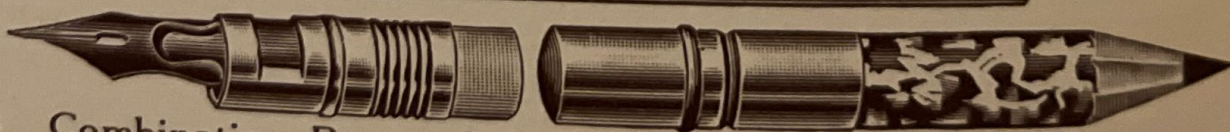
- 850** COMPASS and dividers, designed for technical use and a quality product. Guaranteed for one year. Neatly embossed metal; six extra leads in each metal tube, one set in box, one dozen in carton.
Per gross..... 72.00

- 869** COMPASS, with pencil finished blue and yellow assorted, 1 dozen on card, one-half gross in carton 12.00



- 812** PROTECTOR. Nickel protector, red rubber, one dozen in box, one-half gross in carton..... 6.00

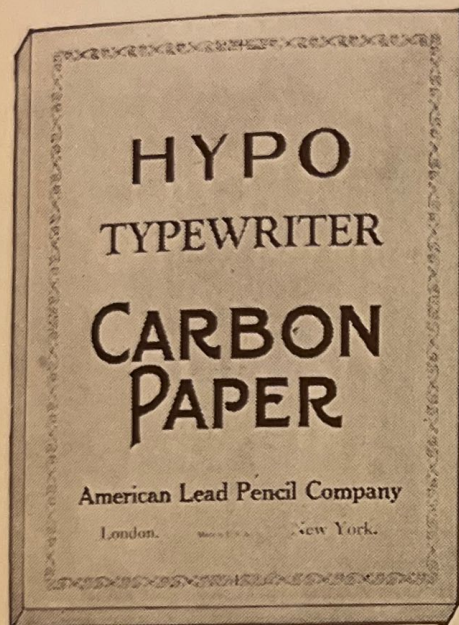
COMBINATION PEN AND PENCIL



- 843** Combination Pen and Pencil, mottled barrel, one dozen on card, six cards in carton..... 15.00
- 835** *Blue Band VELVET* Combination Pen and Pencil, gilt barrel with Blue Bands, one dozen on card, six cards in carton..... 15.00

See Page 20 for illustration of 835

HYPO CARBON PAPER



Furnished in black, standard weight,
100 sheets to box.

	Per Box
8½ x 11.....	1.30
8½ x 13.....	1.60

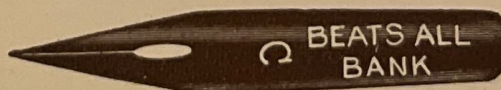
Our Hypo brand is noted for its long
wearing qualities. Produces sharp,
clear copies.

BEATS ALL PEN POINTS

One gross in box. Per gross..... 1.10



A—School



C—Bank



B—Stub



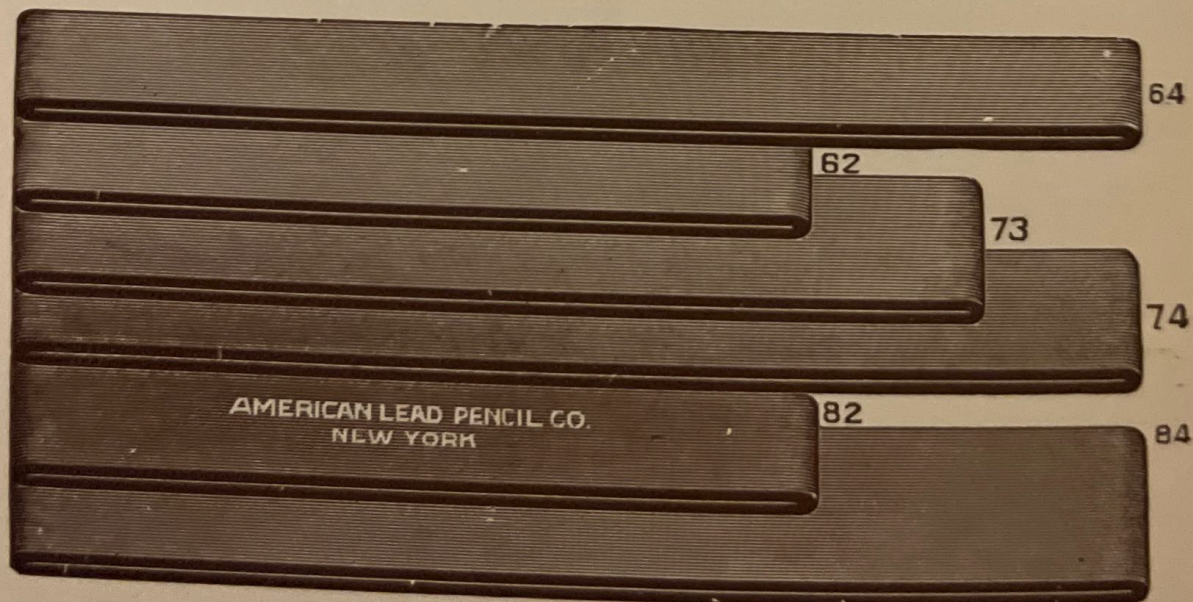
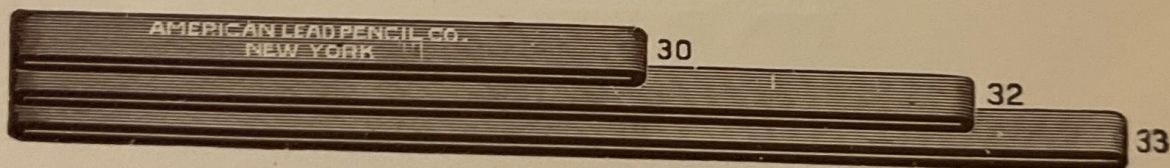
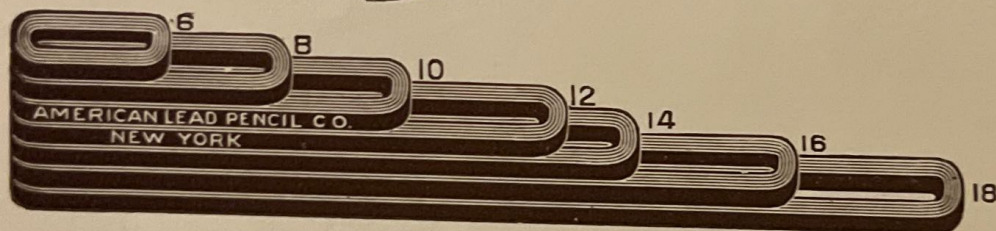
D—Falcon

EXCEPTIONAL QUALITY

GRAY RUBBER BANDS

VENUS—DUPLEX
BRAND

The carefully selected quality of rubber used exclusively in the manufacture of these rubber bands and the special process by which the rubber is treated, are responsible for the vast quantities sold of the popular Venus-Duplex, five-year guaranteed band.



ALL OUR BANDS ARE GUARANTEED FOR FIVE YEARS

GRAY RUBBER BANDS (Continued)

VENUS-DUPLEX BRAND

Regular stock sizes: 6, 8, 10, 12, 14, 16, 18, 30, 31, 32, 33, 62, 64, 73, 74, 82, 84, 105, 107 and Assorted. The sizes listed below are supplied in the regular pound, quarter pound and ounce boxes, either solid or assorted. Price in pound, one-quarter pound and one ounce packing, upon application.

THREAD RINGS

6 ELECTION, $\frac{3}{8}$ -inch diameter

THREAD BANDS, $\frac{1}{16}$ -INCH WIDE

8	$\frac{7}{8}$ in. long	14	2 in. long
10	$1\frac{1}{4}$ in. long	16	$2\frac{1}{2}$ in. long
12	$1\frac{3}{4}$ in. long	18	3 in. long

NARROW, $\frac{1}{8}$ -INCH WIDE

30	2 in. long	32	3 in. long
31	$2\frac{1}{2}$ in. long	33	$3\frac{1}{2}$ in. long

$\frac{1}{4}$ -INCH WIDE

62	$2\frac{1}{2}$ in. long	64	$3\frac{1}{2}$ in. long
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$\frac{3}{8}$ -INCH WIDE

73	3 in. long	74	$3\frac{1}{2}$ in. long
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$\frac{1}{2}$ -INCH WIDE

82	$2\frac{1}{2}$ in. long	84	$3\frac{1}{2}$ in. long
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PACKAGE BANDS— $\frac{5}{8}$ -INCH WIDE

105	Heavy, 5 in. long	107	Heavy, 7 in. long
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Price in pound, one-quarter pound and one ounce packing, upon application.

The rubber bands listed on this page are regular stock sizes. In addition to this, however, we are prepared to make up a number of additional sizes for orders of not less than 50 pounds in each size. Special sizes upon application.

VENUS RUBBER BAND ASSORTMENT

22	Per dozen boxes.....	15.50
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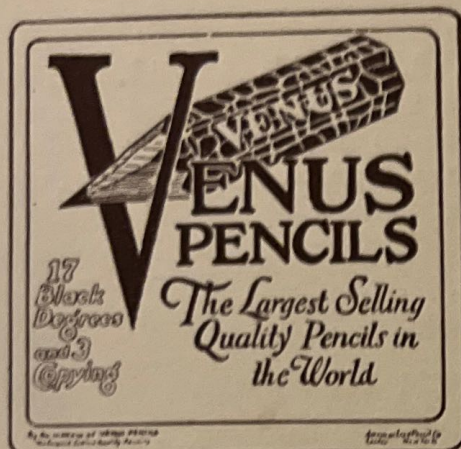
GREY MILO RUBBER BAND ASSORTMENTS

		Per Dozen Boxes			Per Dozen Boxes
8001	10c Size.....	1.20	8005	75c Size.....	11.00
8004	50c Size.....	6.00	8006	\$1.00 Size.....	15.50

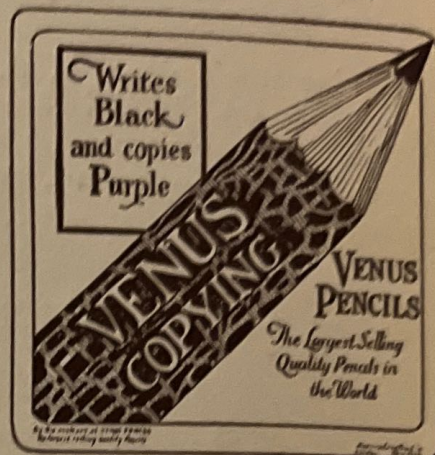
ALL OUR BANDS ARE GUARANTEED FOR FIVE YEARS

ATTRACTIVE DISPLAY CARDS

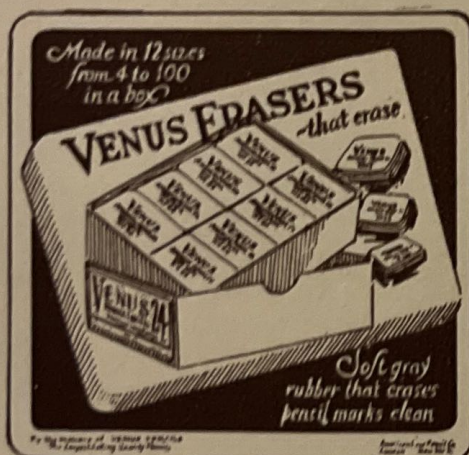
THESE AND OTHERS FREE UPON APPLICATION



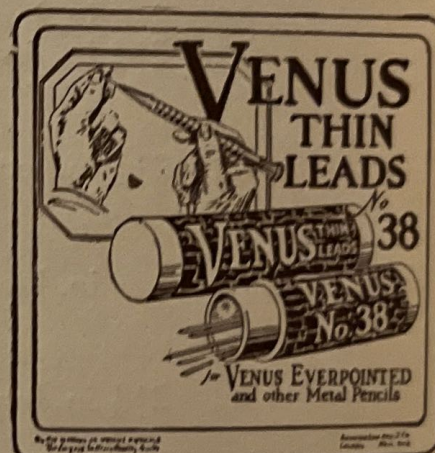
- 105 In black, green and buff. 10 inches wide, 9 1/2 inches high.



- 106 In black, purple and buff. 10 inches wide, 9 1/2 inches high.



- 104 In black, blue, orange and buff. 10 inches wide, 9 1/2 inches high.



- 98 In black, green and yellow. 10 inches wide, 9 1/2 inches high.

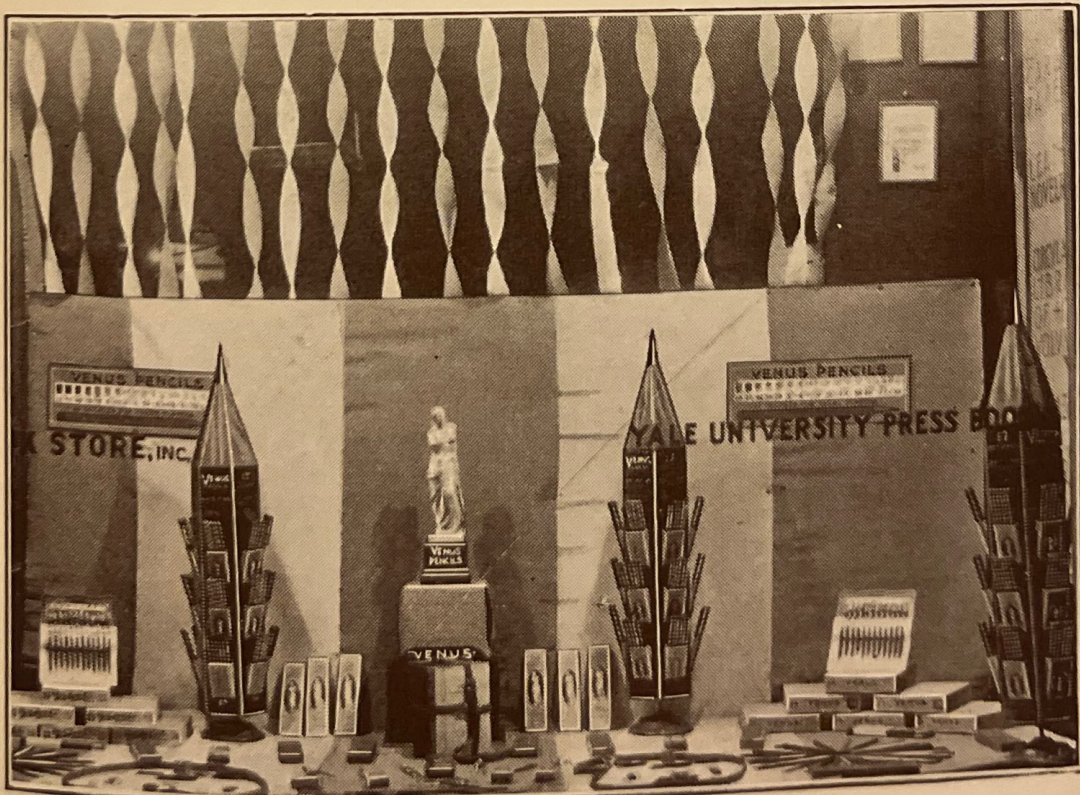
ELECTROTYPES When issuing Catalogs, Booklets, Circulars, or any other printed matter, write us for Electrotypes of such styles illustrated herein as you care to show, which we will send you free.

Should you have any Electrotypes of our line which are worn, let us send you new ones. We have a complete line of cuts in all sizes and will gladly assist you in making your pencil pages more attractive.

AMERICAN LEAD PENCIL COMPANY
220 FIFTH AVENUE
NEW YORK

TWO RECENT EFFECTIVE WINDOW DISPLAYS

58



SPECIMEN ADVERTISEMENTS

appearing regularly in Saturday Evening Post, Liberty, and
other leading Magazines



VENUS PENCILS

*The Largest Selling
Quality Pencil in
the World*

17 black degrees—
3 copying

Plain ends,
per doz. \$1.00
Rubber ends,
per doz. \$1.20

At all
Dealers

Unequalled for
any writing or
drawing purpose.

Try VENUS B—a soft
Pencil for general use.

American Lead Pencil Co.
220 Fifth Ave., New York

Makers of UNIQUE Thin Lead Colored
Pencils in 12 colors—\$1.00 per dozen.

UNIQUE THIN LEAD COLORED PENCILS

Make fine lines

for
Figuring
Checking
Underscoring
Blueprints, etc.

Useful to everyone

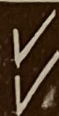
American Lead
Pencil Co.

220 Fifth Ave.,
New York

Makers of
VENUS Pencils

No.	
Blue . .	1206
Red . .	1207
Green .	1208
Yellow .	1209
Purple .	1210
Brown .	1212
Orange .	1214
White .	1215
Lt. Blue .	1216
Pink . .	1217
Lt. Green	1218
Maroon .	1219

At dealers or write direct



12 colors
\$1.00 per doz.

Blue Band VELVET PENCILS



higher in the
far West
and Canada

A Soft and Very Black
Easy Writer - For Sale Everywhere

Write for sample
AMERICAN LEAD PENCIL CO., 220 FIFTH AVE., N.Y.
Makers of the famous VENUS Pencils

VENUS PENCILS

*The largest selling Quality
pencil in the world*

*At
all dealers*

17 black degrees
3 copying

Unequaled
for any writing
or drawing purpose.

Try Venus B—a soft pencil
for general use

Plain Ends, per doz., \$1.00
Rubber Ends, per doz., \$1.20

American Lead Pencil Co.
220 Fifth Ave., New York

*Also makers of Blue Band VELVET Pencils,
the biggest 5¢ pencil value in the whole world*

Blue Band VELVET PENCILS

*At all
Dealers*

5¢

VELVET

No.
557

The biggest
5¢ pencil value
in the whole world

Write for trial sample
American Pencil Co., 220 Fifth Av., N.Y.
Makers of the famous VENUS Pencils

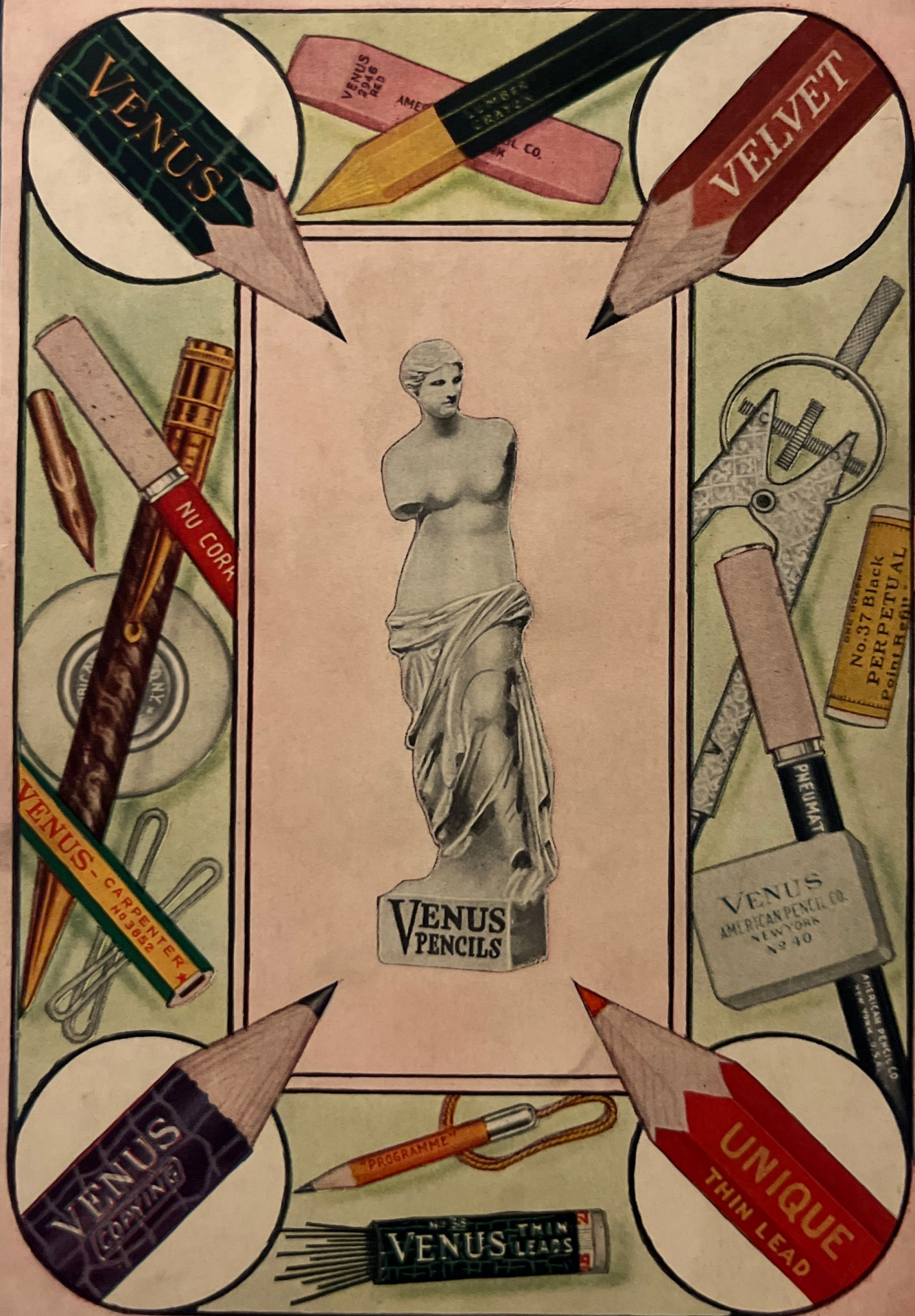
MEMORANDA

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